



January 2023

Dear Capitol View Farmers' Market Friend:

The North Star Neighborhood Association is proud to announce the return of the Capitol View Farmers' Market for the 2023 season! The market paused operation in 2020 due to the COVID-19 pandemic and then for 2021-2022 because of the construction of the new Grand Park Apartments adjacent to the site where the market is held. Since that time, the former organizers decided it was time to hand over operations to a new group. The North Star Neighborhood Association has taken on the task and we are very excited to bring this great event back to our neighborhood - we hope you'll be a part of it in becoming a Capitol View Farmers' Market sponsor.

The 2023 Capitol View Farmers' Market will operate on Wednesday afternoons, 3:00-7:00pm, from May 31 through October 11, 2023. It will still be located at 5901 Sharpsburg Drive, in front of the new Grand Park Apartments and near the Eastside Great Dane Pub. The overall goal of the market has also remained the same: to bring quality, fresh foods at affordable prices to East Madison by providing an outlet for purchasing locally produced vegetables, fruits, cheeses, bakery items, flowers, plants and more, in a welcoming environment that includes live music and food carts.

Sponsorship is needed to provide the entertainment, organization, and advertising resources for the Capitol View Farmers' Market. Sponsorship provides your business with visibility through 20 weekly markets, which creates many and frequent impressions with customers. Sponsorship levels are detailed on the reverse side of this letter. It is a great way to link your business with a healthy lifestyle *and* support an initiative in your own community where your clients and others live and shop.

Thank you for considering sponsorship of the 2023 Capitol View Farmers' Market! Feel free to contact us with any questions: capviewfarmersmarket@gmail.com

To become a sponsor of the Capitol View Farmers' Market, please complete the [Capitol View Farmers' Market Sponsorship Application](#)

Checks should be made payable to:

North Star Neighborhood Association w/ "CVFM" in the memo line and mailed to:

**Capitol View Farmers' Market
c/o NSNA
P.O. Box 8725
Madison, WI 53708**

You may also complete the form below and send to the address above along with your sponsorship payment.

Company _____ **Contact Name** _____

Address _____

City _____ **State** _____ **Zip** _____

Phone _____ **Email** _____

Website _____

Sponsorship Level: _____



Capitol View Farmers' Market 2023 Sponsorship Levels

Market Music Sponsor: \$1000

Sponsorship Includes:

- Signage with your company name listed exclusively to be displayed near the music at the market.
 - **There is only one Music Sponsorship available. The first form received with payment will be the winner.*
- Company name listed on banner displayed at the market and promotional events
- Company name listed on the CVFM website including a link to your website
- Monthly (5) social media posts featuring your business on CVFM Facebook page (June-October)
- Table at 6 of the markets to advertise your business (to be scheduled with organizers)
- Table space at the CVFM Information Table for your marketing materials through the full season

Power Pumpkin: \$500

Sponsorship Includes:

- Company name listed on banner displayed at the market and promotional events
 - *Sponsorship form and money must be received by April 15, 2023 to be included on signage.*
- Company name listed on the CVFM website including a link to your website
- 3 social media posts featuring your business on CVFM Facebook page (to be scheduled with organizers)
- Table at 3 of the markets to advertise your business (to be scheduled with organizers)
- Table space at the CVFM Information Table for your marketing materials through the full season

Super Strawberry: \$250

Sponsorship Includes:

- Company name listed on banner displayed at the market and promotional events
 - *Sponsorship form and money must be received by April 15, 2023 to be included on signage.*
- Company name listed on the CVFM website including a link to your website
- 2 social media posts featuring your business on CVFM Facebook page (to be scheduled with organizers)
- Table at 1 of the markets to advertise your business (to be scheduled with organizers)

Cool Cucumber: \$100

Sponsorship Includes:

- Company name listed on the CVFM website including a link to your website
- Social media post featuring your business on CVFM Facebook page (to be scheduled with organizers)

Thank you for your consideration!