



Dear Capitol View Farmers' Market Friend;

We are proud to announce the 2nd season of the **Capitol View Farmers' Market**.

The 2011 Capitol View Farmers' Market will operate on Wednesday afternoons from 3-7 p.m. beginning on June 1st and concluding the season on October 12th. It will be located on Sharpsburg Drive starting at the corner of North Star Drive in East Madison. The new East Side Great Dane Pub resides just across the street. The market location is in the Grandview Commons Neighborhood and will be visible from Cottage Grove Road. The overall goal of the market is to bring quality, fresh foods at an affordable price to East Madison by providing an outlet for purchasing locally produced vegetables, fruits, meats, cheeses, eggs, bakery items, canned goods, flowers, and plants.

Sponsorship is needed to provide the organizational resources for the Capitol View Farmers' Market (CVFM). Sponsorship provides your business with visibility through 20 Wednesdays, which creates hundreds of impressions with customers. Donations of \$500 or greater are tax deductible. It is a great way to link your business with a healthy lifestyle *and* support an initiative in your own community – where your shoppers, clients and others live and shop. We offer a variety of sponsorship levels for 2011 as listed below. Please consider how you can help the market, support the community and add visibility to your business.

**Checks should be mailed to:
DSI, Attn: Tara Furst
2800 Royal Avenue, Suite 302
Madison, WI 53713**

Thank you for supporting the 2011 Capitol View Farmers' Market! Should you have any questions about sponsorship or the market, feel free to contact the volunteer listed below.

Please provide your contact information for our records:

Name _____
Company _____
Address _____
City _____ **State** _____ **Zip** _____
Telephone _____ **Fax** _____
E-mail _____
Web Address: _____

CVFM Volunteer Contact:

Sponsorship Level:

- _____ Sustainable Steward (\$1,000)
- _____ Heirloom Tomato (\$750)
- _____ Golden Apple (\$500)
- _____ Farmer's Hand (\$250)
- _____ Friend of the Market (\$50)

Capitol View Farmers' Market 2011 Sponsorship Levels



Sustainable Steward: \$1,000

*Checks should be made payable to "REAP" with "Capitol View Farmers Market" written on the memo line.**

- Sponsor Spotlight at the market
- Logo on banner displayed at market and promotional events
- Cross-marketing opportunities with ads in print and radio
- Listed by sponsorship level with description on CVFM web site (including link to your web site)
- Gratitude and link to your web site in community newsletters
- A certificate suitable for framing designating your business as a Sustainable Steward of the CVFM
- Participation in special events at the market as agreed by both parties

Heirloom Tomato: \$750

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- Gratitude and link to your web site in community newsletters
- A certificate suitable for framing designating your business as a Sustainable Steward of the CVFM
- Participation in special events at the market as agreed by both parties

Golden Apple: \$500

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- Listed by sponsorship level with description on CVFM web site (including link to your web site)
- Gratitude and link to your web site in community newsletters
- A certificate suitable for framing designating your business as a Sustainable Steward of the CVFM
- Participation in special events at the market as agreed by both parties

Farmer's Hand: \$250

Checks should be made payable to "Capitol View Farmers Market".

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- Gratitude and link to your web site in community newsletters
- A certificate suitable for framing designating your business as a Sustainable Steward of the CVFM

Friend of the Market: \$50

Checks should be made payable to "Capitol View Farmers Market".

- Gratitude and link to your web site in community newsletters

*Sponsors of \$500 or greater are eligible for the tax-deductible donation and will receive a letter of receipt from REAP to be used for tax deduction purposes.