

# Olde Worthington Business Association ([www.owba.net](http://www.owba.net))

## Sustainable Worthington ([www.sustainableworthington.org](http://www.sustainableworthington.org))

Dear Potential Sponsor:

We would like to invite you to become a sponsor of the Olde Worthington Business Association's (OWBA) new Winter Farmers' Market in Worthington. The winter market will be more expensive to run, so we need your help in supporting this great community activity. It will be an opportunity to reach a thoughtful, appreciative consumer audience (see attached customer survey) and point out your distinct offerings, highlighting sustainable and environmental practices. Please review the attached sponsorship application for details. Visit our websites at [www.owba.net](http://www.owba.net) and [www.sustainableworthington.org](http://www.sustainableworthington.org) for more information.

Sustainable Worthington is a young, grassroots organization and an enthusiastic supporter of the Winter Farmers' Market. Our members are weekly customers who appreciate local foods and the farmers who grow them. In fact, the Local Foods interest group is the largest component of our organization, and we are giving our time, talent and energy to supporting this project. We volunteered our services to OWBA market manager Jan Staats to develop and distribute surveys of the vendors and 300 customers to determine the level of interest in extending the market, which proved to be very high. We arranged to have OSU rural sociology professor Jeff Sharpe (<http://sri.osu.edu>) look at the data and give us a professional assessment and some feedback. We think you will be interested in this picture of customers you may also want to reach, so we are including detailed survey results and Prof. Sharpe's commentary in this packet.

We appreciate the support of Worthington city staff, elected officials, and other community organizations who have all been enthusiastic about the winter market. It has been fun to work on something the whole city loves!

Sincerely,



Jan Staats, Lucie Pollard & Lisa Staggenborg

(on behalf of the Olde Worthington Business Association & Sustainable Worthington)

Olde Worthington Business Association (OWBA) Market Manager:

Jan Staats, [jrstaats@mailhaven.com](mailto:jrstaats@mailhaven.com)  
6320 Faircrest Rd., Columbus OH 43229, 614-891-6293

Sustainable Worthington Co-founders:

Lucie Pollard, [pollard\\_lucretia@hotmail.com](mailto:pollard_lucretia@hotmail.com)  
445 Haymore Ave N., Worthington OH 43085, 614-785-1843

Lisa Staggenborg, [lstag@columbus.rr.com](mailto:lstag@columbus.rr.com)  
285 Bryant Ave., Worthington OH 43085, 614-436-9931

# THE WORTHINGTON WINTER FARMERS MARKET



The Worthington Winter Farmer's Market is a new expansion of Worthington's popular summer market.

- The summer market attracts thousands of people to Olde Worthington each Saturday from May through October.
- The new bi-monthly winter market at the Griswold Center on Worthington's historic Village Green is the first of its kind in the Columbus area.
- The summer and winter markets combined are a community of more than 60 vendors, including farms, nurseries, bakeries, and purveyors of specialty foods, flowers, meat, cheese and eggs.
- The Worthington Farmers Markets are a community event where friends gather and country meets city.

How is the Winter Farmer's Market funded?

- The Market is sponsored by the Olde Worthington Business Association, and its main source of funding is vendor fees. Additional sponsors will support educational outreach and marketing efforts.

Who are the Worthington Farmer's Market shoppers?

Our recent customer survey shows that Farmer's Market shoppers:

- Are passionate about quality food.
- Are excited about buying locally produced products.
- Like to shop at local retail businesses.
- Are loyal customers: 70% frequent the Market at least once a month.
- Live in or near Worthington, and throughout Central Ohio.

Who are the Worthington Farmer's Market farmers and vendors?

Every vendor is carefully screened and they must grow, gather or make what they sell, though vendors are also allowed to sell goods from neighboring farms. All the food sold at the market is produced right here in Ohio.

What sponsorship opportunities are there?

The Worthington Winter Farmer's Market offers several opportunities for community support - from making a simple donation and receiving recognition as a patron, to a full-season sponsorship which includes a booth on each market day. For more information, contact the market manager, Jan Staats, at 614-891-6293 or visit the Winter Farmer's Market page at [www.owba.net](http://www.owba.net).



## Olde Worthington Business Association Winter Farmers' Market Sponsorship

The Winter Farmers' Market will be held at the Griswold Senior Center (777 High Street). The market opens:  
**Sunday, November 30, 2008, 1 -5 PM during Worthington's "Holiday Open House"**

The winter market's regular schedule is **Saturdays 10 AM – 1 PM**  
**December 13, 2008**  
**January 2009 thru April, 2009 - Every Saturday 10AM - 1 PM**

### Season Sponsorship - \$3,000.00

- Public recognition including presence on [www.owba.net](http://www.owba.net) with free link to sponsoring organizations' website
- Banner provided by sponsor to be displayed at all of markets
- Booth space at all 10 of the winter season markets (if available \*)
- Logo in all winter farmers' market advertisements

### Month Sponsorship - \$300.00

- Public recognition including presence on [www.owba.net](http://www.owba.net) with free link to sponsoring organizations' website
- Booth space at 2 of the winter season markets (if available \*)

### Session Sponsorship - \$150.00

- Booth space at 1 of the winter season markets (if available \*)
- Public recognition including listing of organization on market appreciation page on [www.owba.net](http://www.owba.net)

### Patron Sponsorship - \$25.00

- Public recognition including listing of organization and/or individual on market appreciation page on [www.owba.net](http://www.owba.net)
- Booth space for sponsors is limited to one sponsor for each market. Contact the OWBA Market Manager, Jan Staats at 614-891-6293 to discuss additional opportunities for printed promotion at the market.

Yes, I would like to sponsor the OWBA Winter Farmers' Market.

**Contact:** Jan Staats, OWBA Market Manager, 614-891-6293

**Mail to:** OWBA Winter Farmers' Market c/o Jan Staats 6320 Faircrest Road, Columbus, Ohio 43229

Name: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

Season Sponsorship    Month Sponsorship    Session Sponsorship    Patron Sponsorship

\$ 3000 \_\_\_\_                      \$300 \_\_\_\_                      \$150 \_\_\_\_                      \$25 \_\_\_\_

Amount: \_\_\_\_\_                      Check # \_\_\_\_\_                      Cash: \_\_\_\_\_