

2022 Sponsorship Opportunities *Farmers Market*



Lenexa
K A N S A S
PARKS & RECREATION



FARMERS MARKET

Market Day Sponsor- \$150/day Farmers

Presenting Sponsor - \$5,000

Promotional Item Sponsor-TBD

Monthly Musician Sponsor - \$250-500

The City of Lenexa's Parks and Recreation Department presents the Lenexa Farmers Market which opened in 2018 with much success and looks forward to continued growth in 2022. We are looking to partner with individuals and businesses that are interested in becoming a sponsor.

- The market is adjacent to the Lenexa Rec Center, Lenexa Public Market, Lenexa City Hall, Park University and the Johnson County Library. All are a part of the Lenexa City Center, which is a dense, mixed-use development.
- Easy access for customers from the I-435, I-35, K-10 transportation corridors. There are over 149,000 households within a 15-minute drive time to the market.
- Customers shop from across the metro.
- More than 20,000 visitors attended the market in 2021.
- Total of 41 market days (27 Saturdays & 14 Tuesdays).

Benefits of Market Day Sponsor

Subject to availability, the City will provide the following benefits to the companies selected as a Farmers Market sponsor:

Choose an available market day to promote your business to Lenexa Farmers' Market visitors. *Maximum of two sponsor booths, to include the presenting sponsor.

- Booth location (10'x10') (sponsor-provides tent, table and chairs) at the Lenexa Farmers' Market on the market day sponsored.
- Recognition on the Lenexa Farmers' Market website as a Market Day Sponsor.
- Recognition in PA announcements on the market day sponsored.
- Sponsors can sign up for one Saturday market per month and one Tuesday market per month, depending on availability.



Benefits of Presenting Sponsor

Subject to availability, the City will provide the following benefits to the companies selected as a Farmers Market “Presenting” sponsor:

Logos

- Company name and/or logo associated with Farmers Market promotions and publications. The Lenexa Farmers Market presented by “Your Company.”
- Company name placed prominently on information pieces and collateral material. This may include, but is not limited to, media company name placed prominently on information pieces and collateral material. This may include, but is not limited to, media advertisements, postcards, newsletters, program guides, press releases and general City events/publications in which the Farmers Market is promoted.
- Company name or logo on the event give-away.



Signage

- Signage with company's name placed above the Lenexa Farmers Market sign stating: The Lenexa Farmers Market presented by “Your Company”.
- The signage will be in place from beginning of market season (last Saturday in April) to the beginning of the following year market season.
- Location is passed daily by visitors to the farmers market, Lenexa Rec Center, Lenexa Public Market, Lenexa City Hall and Johnson County Library.
- City may reject a signage which is not in accordance with the City Sponsorship Policy.

Promotion

- Sponsor recognition with name and logo in weekly newsletter to more than 2,300 market visitors.
- Appreciation posts by city for your sponsorship in Lenexa Farmers Market group, with more than 4,100 members.
- Opportunity to place company's product in participant gift bags.
- Recognition via PA announcements at the Farmers Market.



Booth Space

- Presenting sponsor will receive a booth date for one Saturday a month and one Tuesday (June-August) a month.
- Presenting sponsor will get first choice of dates for each month and can select their location for the season out of the two sponsor booth locations. Not to include May 7th market.
- Booth will be (10'x10'). Booth could move throughout the season depending on market events.
- Sponsor provides tent, table and chairs.

Additional Benefits

- Company's exclusive presence at the Farmers Market within the company's product or service category. No other companies will be allowed to sponsor the Farmers Market if they provide a similar product or service to that of the presenting sponsor(s). Companies with unrelated products or services will be present.
- Recognition at a Lenexa City Council meeting.
- Recognition on www.lenexa.com as the “Presenting” sponsor for the Farmers Market.

Benefits of Promotional Item Sponsor

****Cash sponsorship of a promotional item purchased by the City****

- Sponsor pays all costs associated with the promotional item and the City distributes the items at the market.
- A promotional item is an article of merchandise selected by the City and branded or adorned with the City's name or any brands or logos of the City for the principal purpose of promoting a City festival, special event or program.
- Your company name may be placed on promotional items, when practicable, as approved by the Parks and Recreation Director. Your organization will be recognized for the donation in informational materials during the week the item will be distributed.
- Examples of promotional items may include, but are not limited to: bags, cups, coolers, etc.



Benefits of Monthly Musician Sponsor



- Signage in a high traffic area, near musician for the month that you sponsor.
- Signage will be printed and placed by market staff each market. You only need to provide logo, if no logo provided we will list business name.
- Up to 3 sponsors listed per month.
- May, September or October \$250 per month. These markets only have one market per week.
- June, July or August \$500 per month. These markets have more traffic and have two markets per week. There could be some Tuesday markets in which a musician may not be scheduled.
- Recognition on the Lenexa Farmers Market group

Additional Information

Please include your proposal requests for other benefits that best meet your needs. The City will consider all reasonable requests, but is under no obligation to approve any benefit other than those set forth above. The City is under no obligation to approve or accept any Sponsorship Proposal and reserves the right to exercise full discretion and editorial control over the placement, content, appearance, and wording of sponsorship affiliations and messages in accordance with the terms of the City Sponsorship Policy.

Technical Requirements For Logos

Preferred file format for logos is .ai or .eps. If .jpg or .gif files are submitted, they must be a resolution that is considered camera ready artwork.

Assumptions and Agreements

The City offers sponsorship opportunities as an important tool to enhance and improve the quality of life for the citizens and visitors of Lenexa while helping to offset the costs of the market. In addition, these sponsorships provide opportunities for community involvement by local businesses who desire to support and be associated with City programs and events. Prior to submitting a proposal, interested individuals or entities are advised to read the City Sponsorship Policy, Governing Body Policy Number GB-Gen-1, in its entirety. A copy of the City Sponsorship Policy can be found at Lenexa.com/Sponsorships. The City is not obligated to review any proposal submitted and may accept or reject any proposal which does not meet the criteria of the City Sponsorship Policy. Sponsors must execute the City's standard form sponsorship agreement and said agreement must be approved by the Lenexa Governing Body, or as required by policy, before sponsorship is accepted. The contract states it shall not be assigned, transferred, or sold, or services sublet to any other person, in whole or part, by the Sponsor, except with the express written consent of the City.

Sponsors must agree to indemnify and hold harmless the City, its employees and agents from any and all loss, claims, settlements, or judgments for any injury or damage whatsoever including those for personal injury, bodily injury, property damage, and/or death arising out of the negligence of other actionable fault of Sponsor, its affiliates, subsidiaries, subcontractors, agents, servants, and/or employees in the performance of this Agreement. Sponsors will be required to secure and maintain throughout the duration of the Sponsorship term insurance, as stated in the City's standard form sponsorship agreement.

Anti-Discrimination Clause

No respondent to this request shall in any way, directly or indirectly, discriminate against any person because of age, race, color, handicap, sex, national origin, or religious creed. Sponsor agrees to comply with all applicable, state and federal anti-discrimination laws, including, without limitation, complying with the Kansas Act Against Discrimination and if applicable, executing a Certificate of Non-Discrimination as provided in K.S.A 44-1030.

Submission/Proposal Information

- Proposals must be submitted by email to Jenny Doty at jdoty@lenexa.com.
- Each emailed proposal should list "Proposal for Sponsorship – Farmers Market" in the subject line.

Questions?

Jenny Doty, Recreation Supervisor
Lenexa Parks and Recreation
17201 W. 87th St. Pkwy
Lenexa, Kansas 66219
913-477-7132 or 913-477-7150/FAX
jdoty@lenexa.com

Additional information at Lenexa.com/Sponsorship.