

# 2019 Lenexa Farmers' Market Sponsorship Opportunities

The Lenexa Farmers Market opened in 2018 with much success and looks forward to continued growth in 2019. 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. The market has easy access for patrons 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. We have regular patrons from Lenexa, Shawnee, Olathe and Overland Park.

17201 W. 87<sup>th</sup> St. Pkwy  
Saturdays, April 27- October 29  
8 a.m.- noon

Tuesdays, May 28-August 27  
9 a.m.- 1 p.m.

Contact [jdoty@lenexa.com](mailto:jdoty@lenexa.com) 913-477-7132



## Presenting Sponsor (only 1 sponsor per season) \$5000

- Exclusive presence as presenting sponsor at the Lenexa Farmers' Market.
- On market days, your business name and/or logo will be placed on a banner at the Lenexa Farmers' Market from April-October.
- Company name and/or logo 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/publication in which the Lenexa Farmers' Market is promoted.
- Recognition in PA announcements on market days during season.
- Booth location space (10'x10') (Tent provided by sponsor) at the Lenexa Farmer's Market. (41 total market days).
- Recognition on the Lenexa Farmers' Market website as a Presenting Sponsor.

## Market Day Sponsor (only 1 sponsor per market day) \$150

- Choose an available market day to promote your business to Lenexa Farmers' Market visitors.
  - Booth location (10'x10') (sponsor-provided tent) 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.

## Promotional Item Sponsor

*\*\*No in kind donations will be accepted, cash sponsorship only\*\**

- Sponsor pays all costs associated with the promotional item and the City will distribute 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.
- Examples of promotional items may include, but are not limited to: bags, cups, coolers, etc.

## Additional Requirements

- The City offers sponsorship opportunities as an important tool to enhance and improve the special events for the citizens and visitors of Lenexa while helping to offset the costs of offering such special events. In addition, these sponsorships provide opportunities for community involvement by local businesses who desire to support and be associated with City programs and events.
- All sponsorships are subject to the City Sponsorship Policy. Appendix A, included below, is a brief highlight of the rules and criteria applicable to individuals and entities who are interested in submitting a sponsorship proposal. **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 is available at [www.lenexa.com](http://www.lenexa.com). 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.
- In accordance with the City Sponsorship Policy, the value of In-kind payments are measured by their fair market value. At the time of proposal, the Sponsor shall document in writing the valuation of the goods or services to be provided. Sponsors who desire to make a full or partial in-kind payment of the Sponsorship fee, rather than cash, the value of the in-kind payment will be deemed 50% of the fair market value as documented by the Sponsor.
- Sponsors must execute the City's standard form agreement.
- **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.**