



Hello!

We are reaching out to you to share news of an exciting program that we would like to continue at the Chisago City Farmers Market for the 2024 market season!

The Power of Produce (PoP) Club is a farmers market incentive program for children ages 4 to 12. Each week, children receive a \$2 token to spend on fresh fruits, vegetables and food plants. The PoP Club engages children at the farmers market and empowers them to make healthful food choices. Farmers markets across the nation have implemented the program and documented the program's positive impact on the fruit and vegetable consumption of children as well as an increase in families attending the farmers market.

At our Farmers Market last year there were over 300 kids that participated in this program! Approximately 50 kids participated weekly bringing the cost for this program to over \$1,000 in tokens. Along with the tokens we offer an activity or craft related to the farmers market such as vegetable puppets, recipe boxes, canvas bag painting, pumpkin decorating, or live family programming which increases the cost of this program. For this program to continue we are reaching out to local businesses for support.

The PoP Club plays a key role in building healthy, prospering communities. The program encourages children and families to attend the farmers market every week, thus potentially increasing the market's customer-base and revenue of local growers. The PoP Club also aims to create a social norm around farmers markets. In coordination with other market activities, the program helps to create an equitable space that community members want to visit each week and make part of their normal shopping routine.

We invite you to join us! If your organization would like to participate as a sponsor, please complete the attached sponsorship form and return as soon as possible. Once you complete and return this form, we will follow-up with you. Please let me know if you have any questions. Thank you for your time and consideration.

Sincerely,

Malory Gray
Parks Programmer/Market Manager
Chisago City Farmers Market
651-257-7641
mgray@ci.chisago.mn.us



Power of Produce (PoP) Club Sponsorship Package

Please select one option

_____ **Golden Yam Sponsor \$500+ (write amount here: \$_____)**

- Recognition on the Chisago City Farmers Market social media and promotional materials posted in the community.
- Weekly recognition in PoP Club social media posts
- Logo on Market Managers shirt to be seen at the market by attendees.
- Your business logo displayed on PoP Club banner.

_____ **Silver Beet Sponsor \$100+ (write amount here: \$_____)**

- Recognition on the Chisago City Farmers Market social media and promotional materials posted in the community.
- Weekly recognition in PoP Club social media posts
- Your business logo displayed on PoP Club banner.

_____ **Leafy Green Sponsor (write amount here: \$_____)**

- Your business logo displayed on PoP Club banner.

Thank you for contributing to our PoP Club, your contribution will help ensure continued success of the program to provide local, fresh fruits and vegetables to youth within our community.

Contact Information

Contact Name: _____

Business Name*: _____

Address: _____

Phone: _____

Email: _____

Website: _____

**List business name as you would like it to appear on promotional materials.*

Sponsorship amount enclosed: \$_____ *(tax deductible to the extent allowable by law)*

Make checks payable to: Chisago City Attn: PoP Club Farmers Market

Thank you for supporting the Power of Produce Kids Club! We want to recognize your generosity. In order to have your business name and/or logo included in our promotion materials, please send your sponsorship check and this form to the following address:

Chisago City Hall
PO Box 611
Chisago City, MN 55013

Please send a digital file (PNG or JPEG 1000 px or greater) of your company's logo to Malory Gray at mgray@ci.chisago.mn.us