



ELFMARKET.ORG

HOSEA WILLIAMS DR  
& 2ND AVENUE SE  
ATLANTA 30317

SATURDAYS  
9-1  
MAY - OCT

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# EAST LAKE FARMERS MARKET: BUILDING COMMUNITY THROUGH FOOD

The East Lake Farmers Market had a very successful 2nd year of operation thanks to the support of people like you! With the overwhelming support of individuals, families, businesses, and organizations we saw our market achieve remarkable growth in our effort to build a healthy community with food. What was once a corner known for crime and trouble is becoming known as a place for healthy local food, and for the community to come together.

#### SUCCESES from 2010:

- Grew into a not-for-profit corporation with a board of directors, volunteers and paid staff
- **Awarded tax exempt status** from the IRS as a 501(c)(3) charitable organization. All donations received in 2010, and all donations going forward are tax deductible!
- **Doubled vendor count**, to bring greater product variety
- **More than doubled customer count** with 4200 shoppers for the season
- Obtained grants to purchase EBT equipment that allows us to **accept food stamps**
- Held three benefits which **raised over \$3,000 for local causes**
- **Promoted healthy habits and summer learning** by partnering with Georgia Public Broadcasting, The Cooking Channel and Jake's Ice Cream for the Cyberchase Summer Challenge
- Partnered with Hosea Feed the Hungry to receive a **grant from the USDA** that will allow us to expand our **outreach to underserved families**, and grow further

All of these successes were because of community support from neighbors like you! We are excited about our plans for 2011, and hope we can count on your support.

#### 2011 PLANS:

- Expand market manager role to allow for **greater partnering with local farmers / producers**
- Seek to **double the number of vendors** and customers served, with greater diversity in all areas
- **Partner with local schools**, churches and senior center to encourage healthy lifestyles and habits
- Partner with Georgia Organics and Wholesome Wave to **double the value of food assistance dollars**, in an effort to make fresh, healthy produce available for all
- Work to **improve health outcomes in our community** as healthy local food makes its way to more tables in our community

Please review our sponsor page and find the level that is right for you. As a financial sponsor you will support local agriculture, help sustain the market and enhance its positive impact on our community. And we'll even throw in t-shirts for you to show your pride in the ELF!

We are very excited about the continuation and expansion of the ELF Market, and we hope that you will collaborate with us. **Please mail donations to EAST LAKE FARMERS MARKET, c/o Doug Williams, 2632 Memorial Dr, SE, Atlanta, GA 30317. EMAIL: [info@elfmarket.org](mailto:info@elfmarket.org)**

The ELFM is a producers market that exists to build community, strengthen our in-town economy, and encourage healthy lifestyles by making wholesome, locally-sourced food accessible to all neighbors. We support the independent farmer and healthy growing practices. We actively promote healthy eating, food literacy, community-building and the work of other non-profits who, like the Market, also seek to serve the distressed and less prosperous in our community.



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**QUESTIONS?**

Doug Williams

**404-428-8017**

info@elfmarket.org

**Checks Payable To:  
EAST LAKE FARMERS  
MARKET**

c/o Doug Williams  
2632 Memorial Dr. SE  
Atlanta, Ga 30317

# 2011 SPONSOR BENEFITS

ALL SPONSORS WILL RECEIVE RECOGNITION AT **ELFMARKET.ORG**  
WE ARE A NONPROFIT 501(C)(3) ORGANIZATION. ALL CONTRIBUTIONS ARE TAX DEDUCTIBLE.

**SELECT YOUR LEVEL:**

**\$50 SEED**

1 ELF MARKET HAT AND ELF BUMPER STICKER

**\$100 SPROUT**

ALL ABOVE, PLUS AN ELF MARKET T-SHIRT

**\$250 SOIL**

DOUBLE ALL ABOVE, PLUS A "LIKE" ON OUR FACEBOOK PAGE

**\$500 GREEN THUMB**

"SOIL" SPONSOR BENEFITS, PLUS LOGO ON T-SHIRT

**\$1,000 WATER**

DOUBLE "GREEN THUMB" BENEFITS, PLUS 4 MENTIONS VIA FACEBOOK/TWITTER (COMBINED ~800 FANS/FOLLOWERS)

**\$2,500 SUN**

"WATER" BENEFITS, PLUS SPONSOR LOGO ON ELF WEBSITE FRONT PAGE WITH HYPERLINKS + SEASON-LONG RECOGNITION ON ELF MARKET BANNER AND ALL PROMOTIONAL POSTERS AND LITERATURE

**Deadline: April 1st, 2011 to be included on printed materials**

**CHOOSE ALL THAT APPLY. FIRST HAT:**

**SECOND HAT:**

**FIRST T-SHIRT STYLE:**

**SIZE:**

**SECOND T-SHIRT STYLE:**

**SIZE:**

**ADDITIONAL T-SHIRTS @ \$15 STYLE:**

**SIZE:**

**NAME**

**EMAIL**

**PHONE**

**ADDRESS**

**CITY**

**ZIP**

**\$**

**TOTAL AMOUNT ENCLOSED**

**CREDIT CARD NUMBER**

**EXPIRATION DATE**