



**Wilkesboro Open Air Market**  
"Come for the **Freshness**, stay for the **Fun**"  
P.O. Box 1056 • 203 West Main Street  
Wilkesboro, North Carolina 28697  
[www.wilkesboronc.org](http://www.wilkesboronc.org)  
Phone (336) 838-3951 • Fax (336) 838-7616



March 4<sup>th</sup>, 2016

Dear Community Leader:

The Town of Wilkesboro is pleased to announce the 2016 season of the Wilkesboro Open Air Market! The market offers consumers, farmers, and artisans a weekly opportunity to buy and sell "fresh from the farm" produce and handcrafted products in Historic Downtown Wilkesboro. Since 2011, the Open Air Market has rapidly grown in numbers of vendors, sponsors, and patrons. We invite you to benefit from this successful homegrown effort as a Market Sponsor, while supporting your local economy, improving the health of your community, and fostering entrepreneurship. With the support of community leaders like you, the Market will continue to flourish and expand, showcasing Wilkesboro and western North Carolina.

The 2016 season will begin May 6<sup>th</sup> and continue every Friday afternoon from 4 p.m. – 8 p.m. through September 16<sup>th</sup>. The Third Friday Festival series will occur monthly from May through September. The festivals draw hundreds of people to enjoy live music, a dance floor, a regional winery, food vendors, farm and artisan products, and family-friendly activities. We are quickly approaching the start of the market season and we would like to extend this opportunity to partner with us as a Market Sponsor at one of the four following sponsorship levels:

**SPICY TOMATO - \$250:**

- Links to your business on Open Air Market & Town of Wilkesboro Facebook and website pages (5,800+ followers)
- Your business name/logo included on all promotional sponsorship banners at site.

**BRILLIANT BASIL - \$500:**

- All benefits of **SPICY TOMATO** sponsorship level, plus:
- Public announcement of your sponsorship during 3<sup>rd</sup> Friday Festivals
- Free vending booth (tent provided) during ALL 3<sup>rd</sup> Friday Festivals (Value: \$250)

**PERFECT PEACH - \$750:**

- All benefits of **BRILLIANT BASIL** sponsorship level, plus:
- \$100 in "Market Bucks" for your own use or to distribute to your customers as desired.

**AWESOME APPLE - \$1,000:**

- All benefits of **PERFECT PEACH** sponsorship level, plus:
- One 4x8 banner customized for your business, installed at the market site from May-Sept. (Value: \$500+)

Businesses may also become sponsors via in-kind donation, if deemed relevant to market efforts. In-kind sponsors will receive the same benefits as monetary donors as described above. Please contact us to discuss your potential in-kind donation or any other creative partnership/sponsorship ideas.

Exciting events and improvements are planned for the Open Air Market site in Fall 2016! Carolina in the Fall Music & Food Festival will return to Historic Downtown Wilkesboro on September 23<sup>rd</sup> and 24<sup>th</sup>. The Town of Wilkesboro is developing construction documents for Phase I of the downtown revitalization project and ground breaking could begin as early as October 2016. Phase I features impressive changes to the Open Air Market site, including removal of the parking lot separation to create an open, multi-use facility with new pathway connections to downtown destinations and a new concert stage.

We hope that you will consider this opportunity and we look forward to the possibility of working together in the future. Please contact Christina Walsh at (336) 838-3951 or [cwalsh@wilkesboronc.org](mailto:cwalsh@wilkesboronc.org) if you are interested in participating. Additional information about the Open Air Market is available on the Town of Wilkesboro website ([www.wilkesboronc.org](http://www.wilkesboronc.org)) and Facebook (keyword "Wilkesboro Open Air Market").

To ensure your inclusion on banners and promotional merchandise, please send payment for your chosen sponsorship level by **Friday, April 15<sup>th</sup>**. (Please make checks payable to *Town of Wilkesboro* and mail to the address below.) Thank you for your support of the Open Air Market and the farm and artisan community!

Sincerely,



Michael Inscore

Town of Wilkesboro | Mayor

203 West Main Street | PO Box 1056 | Wilkesboro, NC 28697

336-838-3951 | [mayor@wilkesboronorthcarolina.com](mailto:mayor@wilkesboronorthcarolina.com)