



Center for Rural Culture
P.O. Box 639
Goochland, VA 23063
804-314-9141 Fax: 804-556-6428
E-mail: info@centerforruralculture.org
Website: www.centerforruralculture.org



March 16, 2009

Dear Potential Farmers Market Sponsor:

The 2008 Farmers Market Season was by all accounts a terrific success. We had 53 participating vendors, gross sales of over \$210,000 and nearly 20,000 people attending the market throughout the market season! With the support of our 2008 Sponsors, the Goochland Farmers Market was able to give 100% of the income generated by the market back to local businesses in the form of advertising, merchandising, insurance and payroll.

This year, we hope to encourage even more businesses to actively participate in the economic development of our community by becoming a farmers market sponsor. We hope you will want to take advantage of the many opportunities our sponsorship program offers to promote your business to our loyal farmers market customers and market vendors.

The Center for Rural Culture has worked very hard to make the Goochland Farmers Market one of Central Virginia's largest and best-attended farmers markets. We have developed a unique, producer-only market that focuses on sustainably produced food and fine rural crafts. The demand for local food is high, even with the economy in tatters (and, perhaps *because* of the economy). Also, many people are craving the link between food and farms and the wonderful sense of community and rural life that our market offers.

We hope you will consider becoming an official Sponsor of the Goochland Farmers Market for the 2009 season. Your sponsorship will mean that the Goochland Farmers Market can continue to provide quality, sustainably produced products to the community and the rural character of our community can be preserved.

Please let us know what level of Sponsorship you or your organization can commit to today. We are counting on your support!

Sincerely,

Lisa M. Dearden
Executive Director