

# AUGUSTA MARKET

*at the River*  
[www.theaugustamarket.com](http://www.theaugustamarket.com)

The Augusta Market at the River is a unique, open air venue that provides area farmers/growers & artisans an inviting, enjoyable location to sell their merchandise. The Market is a weekly social outing for area residents and visitors who shop at the market and many stay to enjoy the ambience, entertainment, and the many activities in downtown Augusta.

- 2012 Market begins March 24, 2012. Season extends through Oct 27th.
- Located: 8<sup>th</sup> Street Plaza off Reynolds Street (next to GB&T and Cotton Patch Restaurant, Fountain Entrance to the River Walk).
- When: Every Saturday. Time: 8 am to 2 pm.
- The Market vendor base continues to grow and exceeds 500.
- Patron attendance exceeded 3,000 on many Saturdays with many first time visitors.
- A minimal fee enables vendors to be profitable while providing market customers quality products at very competitive prices.
- The 2010 season initiated a local musical presence, "The Shade Tree Musicians". In 2012, The Augusta Market will continue to partner with Garden City Jazz to increase the awareness of our local music heritage.
- Special Events: Biggest Loser, River Runs, Iron Chef Cook Off, Musical Performances by singer songwriters, Sponsor Appreciation, Back to School Day, and DIGGER the River Otter Mascot!





The Market is made possible only through business and Corporate Sponsorship. The list below consists of sponsors from The Augusta Market, 2011:

News Channel 6 WJBF  
News Channel 26 WAGT  
WBBQ  
SRP Federal Credit Union  
Bank of America  
Golden Living  
CADI  
VERGE  
Garden City Jazz  
Phoenix Printing  
Manuel's Bread Cafe  
Gerald Jones Volkswagon  
DiChickO's Peri-Peri Cafe  
Southern Siding  
City of Augusta Events Office  
New Life Natural Foods  
Manuel's Bread Cafe  
Lily's Bakery  
Hot Foods of the CSRA

### **MARKET STATISTICS FROM 2011**

The success of the Market is supported by vendor, patron, and downtown merchant survey results. Here are excerpts from these surveys:

- Will you attend *The Augusta Market* next year?
  - Overwhelming yes
- Market participation has enabled several vendors to expand part time endeavors into full time occupations.
- Downtown merchants and banks experienced an increase in business as a result of market attendance
- From 2010-2011, majority of patrons came downtown from the following zip codes:
  - 30901-Downtown Augusta, 30904 – The Hill Section, 30909 - Augusta
  - 30907 – Martinez & West Augusta, 30809 – Evans, 29841 - North Augusta
  - 30815 - Hephzibah



- How did you hear about the market?
  - Television (WJBF/WAGT) – 35%
  - Newspaper (Augusta Chronicle/Metro Spirit/Verge) - 15%
  - Website/facebook (TheAugustaMarket.com) – 25%
  - Road Signs (Phoenix Printing) - 10%
  - Word of mouth from participating patrons and vendors -15%

### **SPONSORSHIP BENEFITS**

**Your sponsorship in the The Augusta Market at the River will enhance your company's visibility while demonstrating your community support & participation.**

- Multi-media advertising will provide your company a substantial branding of your business. (Approximately \$75,000.00 is provided via in-kind advertising)
- The varied media exposure broadens consumer recognition of your company, its products & services.
- Introduces your business to diverse demographics.
- Recognition as a community leader dedicated to the amenities of the downtown business district.
- As a participant in a growing and prosperous community event that has something for everyone.

### **SPONSORSHIP LEVELS**

Be a part of the year's most exciting market...The Augusta Market on the River every Saturday from March 24th through October 27th from 8:00 am until 2:00 pm. The Market is a non-profit entity (501(c)3) funded by corporate and business sponsorships and private donations. It is dedicated to supporting local gardeners, quality produce providers, distinctive artisans and entertainers to provide a family-oriented event that will attract local residents and tourists from a two-hour geographic region.



There are a variety of sponsorship opportunities that give you and your business the chance to garner exposure, publicity and business throughout the Market's 2012 season.

### **\$5,000 Premier Platinum Market Sponsorship**

- Prime media exposure in all Augusta Market advertising and marketing.
- Print ads (Newspapers, Flyers, Posters, etc), radio time thanking sponsors, media ads (Over 100 commercials per month through Channel 6 WJBF, Channel 26 WAGT, WBBQ), and press releases slated to be highlighted throughout our region.
- Recognition as the premier sponsor, with your logo and company link on the Market website.
- Lead banner space at the Market displayed every Saturday for 32 weeks in a row.
- Logo on market merchandise.
- Booth space at the Market each week (Exposure to over 50,000 patrons throughout the season)
- Sponsor Appreciation Day at the Market.

### **\$2,500 Gold Level Sponsorship**

- Prime media exposure in all Augusta Market advertising and marketing.
- Mention in print ads (Newspapers, Flyers, Posters, etc), broadcast media ads (Over 100 commercials per month through Comcast and Channel 6 and 26) and press releases highlighted throughout our region (two-hour driving radius).
- Recognition as a sponsor, with your logo on The Augusta Market website.
- Banner space at the Market displayed every Saturday for 32 weeks in a row.
- Booth space at the Market each week (Consistent exposure to over 50,000 patrons throughout the season.)

### **\$1,000 Silver Level Sponsorship**

- Mention in print ads and press releases slated to be high-lighted throughout our region.
- Recognition as sponsor with your logo on Market website.
- Banner space at the Market displayed every Saturday for 32 weeks in a row.
- Booth space at the Market (Consistent exposure to over 50,500 patrons throughout the season of the Augusta Market; with the additional markets, exposure will be reached to 60,000 and more).



**\$500 Bronze Level Sponsorship**

- Recognition as a sponsor on printed materials (posters and rack cards).
- Recognition as a sponsor, with your logo on Market website.
- Booth space at the Market 32 weeks in a row

**SPONSORSHIP CONTRACT**

Thank you for your commitment to The Augusta Market at the River. Your partnership will enable us to continue this dynamic and profitable downtown event for the enjoyment of the entire community.

Please complete this application form and attach any logos or other materials that can be used to promote your sponsorship of the market. E-mail or send this to:

**The Augusta Market at the River 2012**  
**www.theaugustamarket.com**

Thanks again for your support. Should you have any questions, please contact Brooke Buxton at Brooke@theaugustamarket.com or 706-627-0128.

Company Name: \_\_\_\_\_

Company Address: \_\_\_\_\_

Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

Contact Person's Name and Telephone (include ext)  
\_\_\_\_\_

Logo Included:

\_\_\_\_\_yes \_\_\_\_\_ no, (please attach to contract):

# AUGUSTA MARKET

*at the River*

www.theaugustamarket.com

Email to [info@theaugustamarket.com](mailto:info@theaugustamarket.com)

---

Sponsorship Level: (Please check one) \_\_\_\_\_ \$5,000 \_\_\_\_\_ \$2500 \_\_\_\_\_ \$1,000  
\_\_\_\_\_ \$500

Please make the check payable to: **The Augusta Market**  
**24 Lakemont Dr**  
**Augusta, GA 30904**

Online payment options: **Paypal link at TheAugustaMarket.com**  
**Thank you for your generous sponsorship**

---

Sponsor Signature and Title

Date

Tax ID \_\_\_\_\_

