

# 2021 Lenexa Farmers' Market Sponsorship Opportunities

The Lenexa Farmers Market opened in 2018 with much success and looks forward to continued growth in 2021. The market is adjacent to the Lenexa Rec Center, Lenexa Public Market, Lenexa City Hall, Park University and the Johnson County Library. All are a part of the Lenexa City Center, which is a dense, mixed use development. The market has easy access for patrons from the I-435, I-35, K-10 transportation corridors. There are over 149,000 households within a 15-minute drive time to the market. We have regular patrons from Lenexa, Shawnee, Olathe and Overland Park.

17201 W. 87<sup>th</sup> St. Pkwy  
Saturdays, April 24- October 30  
8 a.m.- noon  
Tuesdays, June 5-September 4  
9 a.m.- 1 p.m.  
Contact [jdoty@lenexa.com](mailto:jdoty@lenexa.com) 913-477-7132

## COVID-19 Information

We are working hard to provide appropriate and safe opportunities for you to connect with the community and help support our programs. We know how important it is to keep you engaged, and the community needs you now more than ever!

As we approach each event date, the sponsorship coordinator will communicate with you any cancellations or possible changes to the event due to COVID-19.

If any events are canceled, you are guaranteed a full refund. If certain aspects of the event are moved or changed, you will be offered the chance to cancel your participation for a refund or transfer your sponsorship dollars to a different event.

We appreciate your support and will do everything we can to connect you with our community!





## Market Day Sponsor (only 1 sponsor per market day) \$150

- Choose an available market day to promote your business to Lenexa Farmers' Market visitors.
  - Booth location (10'x10') (sponsor-provided tent, table and chairs) at the Lenexa Farmers' Market on the market day sponsored.
  - Recognition on the Lenexa Farmers' Market website as a Market Day Sponsor.
  - Recognition in PA announcements on the market day sponsored.
  - Sponsors can sign up for one Saturday market per month and one Tuesday market per month, depending on availability.

## Promotional Item Sponsor (price determined by cost of product)

*\*\*Cash sponsorship of a promotional item purchased by the City\*\**

- Sponsor pays all costs associated with the promotional item and the City will distribute the items at the market.
- A promotional item is an article of merchandise selected by the City and branded or adorned with the City's name or any brands or logos of the City for the principal purpose of promoting a City festival, special event or program.
- Your company name may be placed on promotional items, when practicable, as approved by the Parks and Recreation Director. Your organization will be recognized for the donation in informational materials during the week the item will be distributed.
- Examples of promotional items may include, but are not limited to: bags, cups, coolers, etc.

## Additional Requirements

- The City offers sponsorship opportunities as an important tool to enhance and improve the special events for the citizens and visitors of Lenexa while helping to offset the costs of offering such special events. In addition, these sponsorships provide opportunities for community involvement by local businesses who desire to support and be associated with City programs and events.
- All sponsorships are subject to the City Sponsorship Policy. Appendix A, included below, is a brief highlight of the rules and criteria applicable to individuals and entities who are interested in submitting a sponsorship proposal. **Prior to submitting a proposal, interested individuals or entities are advised to read the City Sponsorship Policy, Governing Body Policy Number GB-Gen-1, in its entirety.** A copy of the City Sponsorship Policy is available at [www.lenexa.com](http://www.lenexa.com). The City is not obligated to review any proposal submitted and may accept or reject any proposal which does not meet the criteria of the City Sponsorship Policy.
- Sponsors must execute the City's standard form agreement.
- **The City is under no obligation to approve or accept any Sponsorship proposal and reserves the right to exercise full discretion and editorial control over the placement, content, appearance, and wording of sponsorship affiliations and messages in accordance with the terms of the City Sponsorship Policy.**



## **APPENDIX A**

### **CITY SPONSORSHIP POLICY QUICK REFERENCE**

This document is intended to highlight the rules and criteria stated in the City Sponsorship Policy (“Policy”) applicable to Individuals and entities (“Applicant(s)”) interested in submitting a sponsorship proposal. **Applicants are advised to read the Policy, available at [www.lenexa.com](http://www.lenexa.com), in its entirety prior to submission of a sponsorship proposal.** In all cases, the City reserves the right to exercise full discretion and editorial control over the placement, content, appearance, and wording of sponsorship affiliations and messages in accordance with the Policy. The City is under no obligation to approve any sponsorship proposal. In addition, the City reserves the right to terminate any accepted sponsorship at any time if, in the City’s sole discretion, continuation of the sponsorship is not in the best interests of the City.

**The City will not accept a sponsorship from an Applicant that is engaged in any of the following activities:**

- Involved in the manufacture, distribution and wholesaling of cigarettes, tobacco products, and vapor products;
- Involved in the manufacture, distribution, and wholesaling of alcohol, except where alcoholic beverages have been authorized for sale and consumption on the premises;
- Involved in the manufacture, distribution, and wholesaling of firearms;
- Whose business is solely or substantially derived from the sale of pornography;
- Involved in the advocacy or endorsement of candidates or campaigns pertaining to political elections

**The City considers the following criteria when evaluating a sponsorship proposal for acceptance or rejection:**

- The compatibility of the Applicant’s mission, product and promotional goals with the City's Community Vision, Mission, Values, Ordinances, and Policies;
- The compatibility and appropriateness of the Applicant's mission, product and promotional goals with the City program, event or personal property to be sponsored;
- The compatibility of the Applicant’s proposal with the standards, aesthetic values and visual integrity of City property and expectations of users;
- The Applicant’s past record of involvement in the community and City projects;
- The timeliness or readiness of the Applicant to enter an agreement;
- The actual value, in cash or in kind goods or services, of the proposal in relation to the benefit of the Applicant and the City; and
- The City’s operating and maintenance costs, including staff time or other additional responsibilities associated with the proposal;
- The inclusion of conditions that would limit the City’s ability to enter into agreements with other sponsors or to carry out its functions fully and impartially; and
- The potential for public perception of partiality, impropriety or implied relationship between the City and the Applicant other than for the limited purpose of the sponsorship.



**Sponsorship messages by an approved sponsor shall not contain any one or more of the following:**

- Advocacy or endorsement of candidates or campaigns pertaining to political elections;
- Depiction in any form of nudity or semi-nudity, profanity, obscenity, or lewdness or characterizations which suggest, depict, or promote any such element or sexually oriented products, activities, or materials;
- Promotion for the use or sale of firearms, explosives or other weapons, or the depiction, suggestion or glorification of violence or acts of a violent nature;
- Promotion or depiction of discrimination or the use of hate speech against any individual, group, company or organization;
- Implication of endorsement by the City or City employees;
- Content which is false, misleading, deceptive or which otherwise relates to an illegal activity; or
- Language or descriptive material which taken in form and context is deemed to be contrary to community standards.

