

# FARMED & FORGED

PRODUCERS MARKET



LA PORTE, IN  
NEW BUFFALO, MI

2024 SEASON  
SPONSORSHIP  
OPPORTUNITIES



Curated by The Collective (TC), Farmed & Forged (FF) took the place of The La Porte Farmers Market in May of 2023, and will replace The New Buffalo Farmers Market in 2024.

FF is a local producers-only market featuring farmers, artisans, restaurants, breweries, nonprofits and more!

All raw food items (produce, meat, cheese, etc.) are farmed or harvested within a 100-mile radius of the market.

The ultimate goal of this market is to provide an outlet for the community to come together regularly. Patrons have the opportunity to source food and goods that are farmed or handcrafted ("forged") locally while getting to know the producers of the products they are consuming. This both supports the local economy and fosters the relationship between the producer and consumer.

Additionally, different nonprofits that serve our community are showcased at the market each month. During our first regular season, over \$4,500 was raised and donated to local nonprofits.

## WHAT IS THE COLLECTIVE?

The Collective Group, LLC is a community for entrepreneurs to connect & support one another. We offer a membership program for small business owners in our area & host public events through our nonprofit that support small businesses & the community where they are hosted. You can learn more about our organization at [thecollectivein.com](http://thecollectivein.com).

With the success of Farmed & Forged's (FF) inaugural season in 2023, we formed The Collective Events, Inc., a 501(c)(3) nonprofit organization that will now host our public events, including FF.

*It is not a requirement to be a member of TC to participate in our public events, FF or this campaign / sponsorship.*



"I have come to every market this season - it's my favorite thing to do on Sundays. I love the atmosphere, the music and spending the day shopping locally and from small businesses. It is honestly so dear to my heart, and I love the market so much."



## VENDORS

Avg: 30

Low: 22

High: 39

**TOTAL: 63**

## SHOPPERS

Avg: 450/week

Low: 200/week

High: 1,000/week

2023

# COOKING DEMO



The Farmed & Forged Cooking Demo is an initiative to showcase local chefs, farmers and producers by offering a live cooking demonstration at the market each month.

During the demo, local chefs provide patrons with a hands-on demonstration on how to prepare a signature dish using ingredients from market vendors.

# MARKET SPONSORSHIPS

	COOKING DEMO* \$3,500	GOLD \$2,500	SILVER \$1,000	BRONZE \$500	MARKET ADVOCATE \$100
NAME ON GENERAL FF PRINT MATERIALS	✓	✓	✓	✓	
LOGO ON COOKING DEMO RECIPE CARDS	✓	—	—	—	
LOGO ON WEBSITE	✓	✓	—	—	
NAME ON WEBSITE	✓	—	✓	✓	✓
LOGO ON MARKET SPONSOR BANNER	✓ PLUS COOKING DEMO BANNER	✓	—	—	
NAME ON MARKET SPONSOR BANNER	—	—	✓	✓	
SOCIAL MEDIA PROMOTION (SOLO POST & STORY)	✓	✓	—	—	
SOCIAL MEDIA PROMOTION (GROUP SPONSOR POST)	✓	✓	✓	✓	✓
INCLUDED IN EMAIL MARKETING PROMOTION	✓	✓	✓	—	
BOOTH ON OPENING DAY	✓	✓	✓	—	
BOOTH DURING COOKING DEMO	✓	—	—	—	

\*COOKING DEMO IS CURRENTLY AT OUR LA PORTE LOCATION ONLY



# DIGITAL REACH

## FF SOCIALS INSTAGRAM

1.3k+  
FOLLOWERS

1.7k  
90-DAY REACH

### TOP LOCATIONS

La Porte  
Valparaiso  
Michigan City  
Trail Creek

## FF SOCIALS FACEBOOK

5.8k+  
FOLLOWERS

8k  
90-DAY REACH

### TOP LOCATIONS

La Porte  
Michigan City  
Trail Creek  
Westville

## TC SOCIALS INSTAGRAM

3.5k+  
FOLLOWERS

6.5k  
90-DAY REACH

### TOP LOCATIONS

Valparaiso  
La Porte  
Michigan City  
Crown Point

## TC SOCIALS FACEBOOK

3.2k+  
FOLLOWERS

10k  
90-DAY REACH

### TOP LOCATIONS

La Porte  
Valparaiso  
Michigan City  
Chesterton

## EMAIL

1.5k+  
CONTACTS

43%  
AVG OPEN RATE

### TOP LOCATIONS

La Porte  
Valparaiso



**“Farmed & Forged’s successful efforts to improve food access for our most food-insecure residents demonstrate a deep sense of social responsibility.**

In a time when food scarcity and nutritional inequality are prevalent, their initiatives nourish individuals and strengthen the community by providing accessible and nutritious local food for all, regardless of financial means. I wholeheartedly acknowledge and support the important role that the Farmed & Forged plays in LaPorte, Indiana. Through their tireless work in sourcing local foods, building trust between farmers and customers, and promoting sustainable agriculture practices, Mandy Krickhahn and her team exemplify a strong commitment to the well-being of the local community and economy.”

- Nate Loucks, the Pax Center



**FARMED  
& FORGED**  
PRODUCERS MARKET

**A producers-only market featuring local farmers,  
artisans, restaurants, breweries and nonprofits  
The Collective Events, Inc**

**LA PORTE x NEW BUFFALO**

LOCAL FARMERS, PRODUCERS & ARTISANS • LOCALLY-MADE FOOD & DRINKS • LIVE MUSIC • EACH MARKET BENEFITS A LOCAL NONPROFIT

**[THECOLLECTIVEIN.COM/FANDF](http://THECOLLECTIVEIN.COM/FANDF) @THECOLLECTIVEIN @FARMEDANDFORGEDMARKET**