



Mrs.
Frances Nash's
GARDEN BASKET

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Mrs. Frances Nash's Garden Basket is a new farmers market opening in June 2023. The market will be operated by the Michigan Street African American Heritage Corridor (MSAAHC) in partnership with Buffalo Go Green. Both the MSAAHC and Buffalo Go Green are 501(c)(3) nonprofit organizations. **Together, we invite you to be a part of Mrs. Frances Nash's Garden Basket by sponsoring our activities for the season.**

The new market aims to spur economic and community development by promoting local production of agriculture while addressing the health issues that stem from lack of healthy food options on the historic East Side of Buffalo. **Our market is scheduled to take place every Tuesday from 3 PM - 6 PM from June - October in the parking lot at 136 Broadway Ave.**

We have a number of vendors that have committed to our market. Through these vendors, we will be able to offer the community surrounding Michigan Avenue a variety of fruits, vegetables, dairy products, and bakery items. This is a much needed resource for this East Side community, with the closest full service grocery store being located on Buffalo's West Side (Niagara Street Tops).

With your support, Mrs. Frances Nash's Garden Basket will be elevated from a small weekly market to a summer-long program filled with other amenities offered to our attendees. With financial support, we will be able to offer vouchers to our customers that reduce the cost of the products while not putting economic strain on our vendors. We hope to be able to offer our attendees \$5 or \$10 vouchers on a regular basis to help reduce the economic barrier to healthy food. We also plan to educate our attendees on healthy eating practices through a partnership with SNAP-Ed and experts in healthy cooking demonstrations and free recipe cards.

Finally, the MSAAHCC plans to offer supplemental programs throughout the season to highlight the rich African American history that took place in the community surrounding the market. The Historic Colored Musicians Club, the Michigan Street Baptist Church, the Nash House Museum, and the WUFO Black Radio History Collective will all be open on a rotating basis throughout the season, giving our attendees the opportunity to explore the history around them after they shop. Additional programs we would like to be able to fund include promoting a jazz series in partnership with the Historic Colored Musicians Club on a monthly basis at the market.

The enclosed materials provide details about our sponsorship opportunities. We would love to meet with you to discuss this in person and talk personally about the market, your business, and how we can work together. If you'd like more information about our market, visit our website. Come join the list of our growing sponsors and be part of the first annual Mrs. Frances Nash's Garden Basket!

Thank you and we hope to hear from you soon!

Audrey Clark
Program Manager
Michigan Street African American Heritage Corridor Commission



Sponsorship Levels

- \$10,000 - Presenting Sponsor**
 - Banner/tent with Logo displayed on tent/stage during musical entertainment from the Historic Colored Musicians Club and Power 96.5 Radio Wufu 1080AM.
 - Logo on Mrs. Frances Nash's Garden Basket tote
 - Invitation to any press event connected with Mrs. Frances Nash's Garden Basket
 - Social media advertising
 - Logo on all printed materials
 - Logo on website
- \$5,000 - Signature Sponsor**
 - Banner/tent with Logo displayed on stage while cooking demonstrations take place
 - Logo on Mrs. Frances Nash's Garden Basket tote
 - Social media advertising
 - Logo on all printed materials
 - Logo on website
- \$2,500 - Main Sponsor**
 - Banner/tent with Logo displayed at all historic sites during free tours
 - Logo on all printed materials
 - Logo on website
- \$1,000 - Major Sponsor**
 - Logo on all printed materials
 - Logo on website
- \$500 - Supporting Sponsor**
 - Logo on all printed materials
 - Logo on website

Sponsorship Form

Sponsor Organization Name

Contact Name

Address

Email

Phone Number

Payment Method

- Mail Check to: Michigan Street
African American Heritage Corridor
Commission
- Pay online

Please Return Form To:

MSAAHCC
111 Genesee Street, Suite 401
Buffalo NY, 14203
info@michiganstreetbuffalo.org

The IRS recognizes the Michigan Street African American Heritage Corridor (EIN # 27-1273797) as a 501(c)3 not-for-profit organization. Your gift is deductible to the fullest extent allowed by law. Please retain a copy of this letter for your tax records.