



Mrs.
Frances Nash's
GARDEN BASKET

136 Broadway St
Buffalo, NY 14203
(716) 322- 1002

info@michiganstreetbuffalo.org

Dear Friend,

The Michigan Street African American Heritage Corridor is thrilled to announce the return of our second annual Mrs. Frances Nash's Garden Basket in 2024! The market is a collaboration between the Corridor and Buffalo Go Green, both of which 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.**

This year's market will take place every Tuesday from 4:30 PM to 6:30 PM starting on May 28 and running until October 8 at 136 Broadway Ave. The market builds on last year's successes. It aims to promote local agriculture and address health issues on Buffalo's historic East Side by providing diverse fruits, vegetables, dairy, and bakery items.

With your support, Mrs. Frances Nash's Garden Basket will transform from a small weekly market into a summer-long program, offering additional amenities to our attendees. Financial support will enable us to provide vouchers to customers, reducing the cost of products without straining our vendors economically. In 2023, we distributed more than \$3,500 in vouchers, and in 2024, our goal is to distribute \$7,500. Regularly offering \$5 or \$10 vouchers will help alleviate economic barriers to accessing healthy food.

Additionally, we plan to educate attendees on healthy eating practices through partnerships. In 2023, the market featured demos by SNAP-ED, healthy food expert Alexa Wajed, and Sunshine Vegan Eats, while supporting local and minority-owned businesses like Unapologetic Coffee, Mac Lady Catering, Buffalo Go Green, Massachusetts Avenue Project, and the African Heritage Food Co-op. We plan to expand both our vendor list and our demonstration offerings in 2024.

The MSAAHCC plans to continue entertaining attendees, showcasing African American history through the Historic Colored Musicians Club, Michigan Street Baptist Church, Nash House Museum, and WUFO Black Radio History Collective. Funding additional programs, including a monthly jazz series in partnership with the Historic Colored Musicians Club, is on the agenda.

Enclosed materials detail sponsorship opportunities. We'd love an in-person discussion about the market, your business, and collaboration. For more information, visit our website. Join our growing list of sponsors and be part of the second annual Mrs. Frances Nash's Garden Basket!

Thank you and we hope to hear from you soon!

Terry Alford
Executive Director
Michigan Street African American Heritage Corridor



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 1080 AM.
 - Logo on Mrs. Frances Nash's Garden Basket Vouchers
 - 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**
 - Logo on Mrs. Frances Nash's Garden Vouchers
 - Social media advertising
 - Logo on all printed materials
 - Logo on website
- \$2,500 - Main Sponsor**
 - Social media advertising
 - 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
136 Broadway, Suite 101
Buffalo NY, 14203
info@michiganstreetbuffalo.org

Please note, the deadline to be included in print materials is May 1, 2024.

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.