

Dear Potential Vendor,

We hope you will consider participating at our 2008 Binford Farmers Market. Here is a fact sheet about our Market that will be starting its second year of operations:

2007 Market Summary: 2007 marked the first year of the Binford Farmers Market that is sponsored by BRAG, a local community organization. Check out our website, www.binford71.org, to learn more. Between 20 to 25 vendors were on hand every Saturday morning with crowds of 550 on average buying sizeable amounts of quality produce, meats, garden plants, and gourmet items during the 20 week Market season. Many of these vendors also had booths at neighboring markets and were very pleased at the buying strength of BRAG residents every Saturday morning. If you want to know details, contact me and I'll be glad to provide their names as references.

Marketing the Market: Nearly 1,000 BRAG supporters and Market customers received weekly emails last year to alert them to specials by each vendor on the upcoming Saturday. In addition, we have already contacted 35+ radio, TV, and print community calendars to alert them to our Market and our Grand Opening. Hundreds of flyers will be distributed at area banks, Starbucks, stores, and restaurants for customers to pick up. Volunteers from our 30 neighborhood associations greet visitors at each Market also spread the word. Community and school groups who exhibit at the Market are also a great way of advertising. Our Binford Farmers Market T-shirts promote our sponsors who also let their customers and patrons know about the Market.

Longer Market Season: We'll have our Grand Opening on Saturday, May 10, 2008 at 8 am. This is the Saturday before Mother's Day so early lettuces and spring garden plants are sure to make a hit with Moms and their families. Then we'll close on Saturday, October 25 to take advantage of all those fall pumpkins and seasonal produce that folks enjoyed so much this past year.

New Location: Our new Market location will be on the northwest corner of Binford and East 62nd Street, just north of the Shell station. It's very visible from both of these major streets. The City of Indianapolis is providing signage for us. There is plenty of room for the U-shaped arrangement for vendors. And the vendors will be facing north and south so no one catches the morning sun in their eyes. There will be indoor toilets close by. Parking is ample and close to the Market.

More Vendors and Entertainment plus Ethnic Foods and Chef Demos: Our new location lends itself to more quality vendors. Many of our 2007

vendors will be rejoining us. We're also looking for more quality adventurous vendors who will offer international foods of all kinds. And we're targeting vendors who would like to highlight local chefs with demos that use Market ingredients.

I've enclosed our 2008 Market contract. It is the same as last year's except that vendor fees are slightly higher to reflect 5 additional Market weeks. You're also welcome to sign up for selected Saturdays of your choice on a pro-rated basis. Please send me your check ASAP to secure the best spot! I promise that it will be held for only you throughout the season.

Hope that you'll join us for a wonderful 2008 Market season. Give me a shout if you have questions. Thanks for considering the Binford Farmers Market this year. All the best!

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