



Lachat Town Farm Commission Meeting Agenda

Meeting Held Remotely via Zoom:

<https://zoom.us/j/94053929035?pwd=TGlqS3BsbkhLdkVGU1dtUVBPckxjQT09>

Phone: 929-436-2866 **Meeting ID:** 940 5392 9035 **Passcode:** 565232

Date: 5/4/21

Time: 7:30pm

1. Call to Order
2. Approval of Minutes from 4/6/21
3. Discussion and Decision:
 - a. Event Guidelines- Discussion and Possible Changes
 - b. Sponsorship Proposal
 - c. New Website
 - d. Social Media Use
4. Audience of Citizens: 3 Minutes or less per person
5. Motion to Adjourn

**Lachat Town Farm
Unapproved Minutes
4.6.2021
Meeting Held by Zoom**

Attending: Elizabeth Zeppernick, Terry Cho, Carol Baldwin, Ellen McCormick, Stirling Collins, Nick Bell, Vickie Kelley, Christina Koether, Katherine McConnaughey

Not Attending: Erica Reiner, Kirby Brendsel

Advisory Committee Attending: Deirdre Doran, Harry Falber

Lachat Staff:Anita Dinwoodie

Meeting:

A motion was made to approve the formation of preliminary guidelines regarding the general use of the farm, noise and traffic, signage, private events, events and classes.

Motion made by Sterling / seconded by Ellen

Approval of March 2, 2021 minutes: made by Ellen / seconded by Carol

Approval of March 31, 2021 minutes: made by Caro l/ seconded by Ellen.

Meeting opened to the public with comments made by:

Sarah Hutchinson- 20 Aspetuck Glen

Jeff Pinals- 15 Old Field Lane

Keith Johnson- 44 Singing Oaks Drive

Aaron- 94 Godfrey Road West

Carolyn Crawford- 5 Ladder Hill Road S.

Motion to adjourn: 21:16

Made by Ellen / seconded by Nick

LACHAT TOWN FARM



Sponsorship Opportunities

At Lachat Town Farm we build community. We can help you become part of our community where you will build strong new relationships.



There are many ways you can reach new customers and thank existing customers; but sponsorship of a Lachat Town Farm event puts your team and your business at the heart of the community in Weston, Connecticut. Lachat gives you the chance to reach new and potential customers with activities and events that touch the hearts of people, it doesn't matter whether they are children, or children at heart.

With sponsorship of one of our many endearing events that reach families, seniors, singles, children, Fairfield County long haulers, or people considering our beautiful area to set up a new home, sponsorship of a Lachat event will make you a part of our extended family. One that keeps growing.

Our weekly newsletter has approximately 4000 subscribers. Each month our website gets approximately 2,300 hits with higher traffic to the event pages and following each newsletter release.

Sponsorships are available from our farmers' markets to nights under the stars listening to Music in the Meadows, you'll never have a better opportunity to win hearts and minds and garner support for your own business.



This spring, summer, and fall sponsorship of a Lachat Town Farm Event Brings your Business one step closer to the thousands of members of the Lachat Town Farm community.

A Lachat sponsorship can give you complete exclusivity or share the building of community with compatible event sponsors. Some opportunities include;

Lachat Town Farm Music in the Meadows Series

(4 Concerts) Approximately 400 - 600 attendees

Music in the Meadow is the summer music series at Lachat Town Farm. Events this year will be held on the Saturdays of June 12, July 17, August 14 and September 18. Artists performing this summer are yet to be announced but you can be sure that they will be top notch and you'll have a great evening under the stars. Past performers have included members of Steely Dan, members of Paul Simon's band, Pete Francis formerly of the band Dispatch, and reggae artist/former member of the Tom Tom Club, Mystic Bowie.

Music in the Meadow sole sponsorships start at \$2,000 per event.

Shared sponsorships start at \$500 per event
Bar Sponsor - Brewery, Liquor Store, Wine Distributor, Winery Donation or \$500 per event



Your sponsorship package can include;
Banner with your logo by the stage
Recognition on social media and newsletter

Company recognition by Emcee at event and a brief description of services offered

Your logo on our website

Email info@lachattownfarm.org and lets work together

Lachat Town Farm Farmers Markets

(5 Markets) Approximately 400 - 600 attendees

Come and enjoy live music, fresh farm produce, artisanal vendors, gourmet food trucks, beer and wine, farm animals and children's programming.

Farmers Market sole sponsorships start at \$1,500 per event.

Shared sponsorships start at \$300 per event
Bar Sponsor - Brewery, Liquor Store, Wine Distributor, Winery Donation or \$500 per market
Children's Area Sponsor for Farmers Market - Talent Donation or \$200 Individual Donation (1 Market) Banner with logo in Children's section

Educational Programming

Events like Ikebhana Flower Making, Cooking Classes, Nutrition Classes, Book Club

Sole sponsorships start at \$150 per event

Family Programming

Approximately 150 - 300 children

Events like Olympic Field Day, Spring Egg Hunt, Candy Cane Hunt, Annual Magic Show, Children's Concerts

Shared sponsorships start at \$250
Sole sponsorships start at \$500 per event

