



PAWLING FARMERS MARKET SPONSORSHIP PROGRAM FAQs

What are the benefits to a business of becoming a PFM sponsor? A sponsor is given the opportunity to place their business name directly in front of the farmers market clientele on the PFM website, market signage and the weekly email blast every week throughout the season, from mid- June through September. Depending upon the sponsorship level, the business may receive additional benefits such as exclusive signage at a market space, a feature in a weekly PFM email blast and one or two social media mentions.

The business sponsor will be a vital part of a community effort to support our local farms, home processors, artisans and food start-ups, support food-challenged members of the Pawling community, and foster the economic vitality of the Village of Pawling.

What will PFM do with the sponsorship money? PFM has a sponsorship program to diversify and increase the sources of its operating revenue. Before 2023, PFM obtained its operating funds for the seasonal outdoor market and the Pre-Thanksgiving indoor market from a bi-annual farm-to-table dinner, vendor and artisan fees and the sale of tote bags and hats. Those sources allowed PFM to grow from a start-up farmers market into a reliable outdoor seasonal market. The sponsorship program has provided the resources to hire a market day assistant, expand the events at the market to include numerous children's events and food demonstrations, add a Kid's Table where young entrepreneurs can sell the food they grow and crafts they make, grow the Feed Your Neighbor program and increase the gratuity paid to the musicians. PFM aims to continue to grow and develop while maintaining its low vendor/artisan fees, increasing its community education events and supporting food-insecure members of the Pawling community. Sponsorships support these efforts.

What are the distinctions between the types of sponsorships? PFM offers two types of sponsorships: General Sponsorships and Targeted Sponsorships. General Sponsorship (Chanticleer, Rooster, Head Hen and Bantam) funds are used for the operating costs of the farmers market, as needed, without restrictions. A Targeted Sponsorship (Live Music, Food Demonstrations, Kid's Activities, Feed Your Neighbor) funds underwrite a particular PFM activity or program, such as the costs of the weekly live music, the food demonstrations, and the children's events. The Feed Your Neighbor sponsorship funds are used exclusively to support

the program of weekly subsidies for food-insecure community members. The dollar level of each sponsorship category is stated in the sponsorship opportunities documents. The Feed Your Neighbor sponsorships are variable and begin at \$500.

Where should I send my business logo and other identifying materials for display? PFM has created a Dropbox to receive business logos and other identifying assets for use by PFM in connection with sponsorships. Information about how to access the Dropbox will be provided by PFM upon confirmation of the sponsorship.

When are sponsorship payments due? Sponsorship payments are due in full on or before May 22, 2026. Payments may be made in installments as long as PFM receives the full sponsorship payment on or before May 22, 2026.

What methods of payment does PFM accept for sponsorship amounts? Sponsors can pay by check or credit card. If a sponsor does not return a check with the application form, PFM will send an invoice to the email address provided with instructions for payment.

Is the amount of a sponsorship payment tax deductible by the sponsor? The amount of the sponsorship payment may be deductible as a business expense by a business sponsor. Sponsorship amounts are not deductible as charitable donations by either businesses or individuals. PFM is a non-profit corporation tax exempt under Section 501(c)(4) of the Internal Revenue Code (IRC) as a social welfare organization. PFM is not a charitable organization, a different exempt category under IRC Section 501(c)(3). The IRS has advised PFM that amounts donated to it may not be treated as charitable donations. A business sponsor should consult with its tax advisor as to whether the sponsorship qualifies as a business deduction.

Is a Feed Your Neighbor sponsorship considered to be a charitable donation? No. A sponsorship is different from a charitable donation. A sponsor receives certain recognition in exchange for the sponsorship payment. A charitable donor does not receive sponsorship recognition. A Feed Your Neighbor sponsorship should be treated the same way as discussed immediately above. If a business would like to make a charitable donation to the PFM Feed Your Neighbor program, it can do so by sending a check payable to the Pawling Resource Center (PRC) and mark the check "Feed Your Neighbor" in the memo section of the check. The mailing address of the PRC is P.O. Box 331, Pawling, NY 12564. The business will receive a donation acknowledgment letter from the PRC.

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