



ORGANIZATION FOR REFUGEE AND IMMIGRANT SUCCESS

2022

# MOBILE MARKET SPONSORSHIP OPPORTUNITIES



# ABOUT US

## The Organization for Refugee and Immigrant Success

(ORIS) is an ethnic community-based organization located in southern New Hampshire. Our flagship program is Fresh Start Farms, a sustainable agriculture project that seeks to end food insecurity in southern NH. Our refugee farmer participants grow, sell and promote affordable, nutrient-dense produce.



## What is Food Access?

ORIS understands that many low-income southern New Hampshire residents cannot access existing farmers' markets due to limited transportation and timing of these markets. Many low-income residents do not have vehicles, while others work evening, overnight, and swing shifts. Consequently, these residents purchase highly processed food from more accessible convenience stores, especially as there may not be grocery stores within reach. Increasing food access means working to eliminate these financial and location barriers by creating new pathways towards healthy and quality food.

## Fresh Start Food Cart

Our Mobile Market Program is a farm stand on wheels that delivers food to the places that need it most. It serves as a link between New Hampshire farmers and the communities with limited access to locally-grown produce and healthy food. Instead of consumers commuting to the farm, farmer's market, or even a grocery store, the mobile market travels directly into communities to make food more accessible and affordable.



# HOW TO GET INVOLVED

There are a variety of ways that you and your organization can help support the mobile market and increase food access in your community!

1. Sponsor a mobile market community site
2. Bring the mobile market to your organization for a wellness visit
3. Gift the mobile market an upgrade

See below for more details on each of these opportunities. Please reach out to [mstark@refugeesuccess.org](mailto:mstark@refugeesuccess.org) with any inquiries!

## 1. SPONSOR A MOBILE MARKET COMMUNITY SITE

Food access is about ensuring that individuals and families are able to *choose* healthy and quality items, without financial barriers. We keep our prices as low as possible, and anyone with SNAP/EBT is able to use the Granite State Market Match to get half price on fresh fruits and vegetables.

By sponsoring a site in your community, and subsidizing the cost of food for shoppers, you help ensure that customers never walk away empty-handed. Through your support, we are able to offer more deals, giveaways, and promotions. We visit over 20 different sites in Manchester, Concord, and Nashua each season, and can help you select a site or multiple sites that best fit your organizational mission.

Your organization's logo will be featured on promotional materials at your adopted site! This option includes co-branded media promotion.

Sponsor a site for **\$500**--once, twice, or several times throughout the season.



## 2. MOBILE MARKET WELLNESS VISIT

We are a farmer's market on wheels--we can come to your organization!

We offer a diverse array of our farmers' local, fresh flowers, fruits, and vegetables. The wellness visit includes metrics on employee participation in an end-of-season report, as well as co-branded social media posts highlighting each visit. Healthy recipe cards featuring available ingredients and free samples encourage employees to try new things!



Pricing for 1.5 hour visit:

- For-profit: **\$400** per visit
- Non-profit: **\$250** per visit

If you'd like to give the food away to your clients/employees for free, custom packages can be built to suit your needs.

## 3. GIFT THE MOBILE MARKET AN UPGRADE

The mobile market is in need of an upgrade to make the shopping experience as accessible and welcoming as possible. Please consider donating towards the **\$3,000** needed to directly pay for the cost and installation of a new shelving system!



current...

...upgrade!

# TERMS AND CONDITIONS

## Communications

The Fresh Start Food Cart mobile food market is solely a program of ORIS, and must be advertised and promoted as such. The client or site host may be listed as “brought to you by” in collateral pertaining to the scope of specified services. We reserve the right to promote any activities with the client or site host on our website and social media channels.

## Promotion

ORIS will provide branded collateral files for printing and promoting the Fresh Start Food Cart, such as PDF designs for A-frames, posters, banners, flyers, etc. All printing costs associated with ORIS collateral will be the responsibility of the client or site host.

## Billing

Wellness visits must be paid for on a monthly basis for weekly visits, and 100% up front for pop-up or monthly visits. Mobile market upgrades must be paid for 100% up front.

## Liability Coverage

ORIS carries liability coverage and is willing to add sites as additionally insured upon request.