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# PonckHockie Market FAQ's (2024)

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## About PonckHockie Market

- Is the market only open to Kingston Residents?
  - No, PonckHockie Market is open to all!
- When and Where is the market open?
  - PonckHockie Market runs the last Saturday of every month, 12 - 3 PM EST - at 70 Lindsley Ave. Kingston, NY. Visit our website to view the Market Schedule for more accurate information and updates to our schedule.
- What is the parent company of PonckHockie Market?
  - THRIVE ON NETWORK INC is the parent company of PonckHockie Market.
- What is THRIVE ON!'s mission?
  - THRIVE ON! is a non-profit organization whose mission is to work with young people to bring food to food deserts and incubate community initiatives that create a more equitable economy for all.
- What is PonckHockie Market?
  - "PonckHockie Market is not just a grocery store; it's a community revolution, born from the need for accessible, healthy food in Ponckhockie, a neighborhood in Kingston, NY recognized as a food desert."
- Who created PonckHockie Market?
  - Our market was created by Community Action of Ulster County and THRIVE ON! Network (THRIVE ON!).
- What is Community Action of Ulster County?
  - Community Action of Ulster County has long been a pillar for those in need, offering essential services like basic needs support, educational programs, and energy conservation assistance.
- What is THRIVE ON!?
  - THRIVE ON! focuses on empowering communities to take charge of their local economies, encouraging and supporting community-driven projects.
- How did the market concept come to life?
  - It was through THRIVE ON!'s Early Thriver program that our market concept turned into reality. Two early thrivers, Trent and Ahmad, engaged with local organizations and people, absorbing the community's needs and aspirations, laying the foundation for what would become the PonckHockie Market.
- What is the vision for PonckHockie Market?
  - The market was designed to be more than a place to shop; it's a cornerstone for community development and engagement.
- When did the market launch?



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- The market had its soft launch in December 2023, signaling a new era for the neighborhood's access to fresh food and community unity.

## Sales and Pricing

- Are all sales final?
  - Yes, all sales are final.
- Do I need to show proof of income to take advantage of income-based pricing or free offerings?
  - No, you do not need to show proof of income to take advantage of income-based pricing or free offerings.
- What is the Tiered Pricing Initiative?
  - Our Tiered Pricing Initiative offers two pricing options to support our customers' varying financial needs. Tier 1 is our standard pricing, while Tier 2 offers a 25% discount for those facing financial hardships.
- How do I choose my pricing tier?
  - Please decide which pricing tier you'd like to shop under before you begin your shopping experience.

## Donations and Sponsorships

- Are donations and sponsorships tax-deductible?
  - Yes, all donations and sponsorships are eligible for tax deduction.
- How can I support PonckHockie Market?
  - You can support us through sponsorships, individual donations, or cash/check donations (select 'Offline Payment' option).
- What does my support help with?
  - Your support helps us provide free food and drinks, support local farmers, keep prices low, and create a welcoming market space.
- How long do sponsorship acknowledgements last?
  - Sponsorship acknowledgements last 1 calendar year from the date of contribution.



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## Sponsorship Tiers

- What are the different sponsorship tiers?
  - We offer seven sponsorship tiers: Sachem's Harvest (\$10,000), Three Sisters Circle (\$7,500), PonckHockie Provider (\$5,000), Wild Rice Patron (\$2,500), Sunrise Gatherer (\$1,000), Trail Mix Friend (\$250-\$500), and Individual Donations (any amount).
- What benefits do sponsors receive?
  - Sponsors receive various benefits, including brand visibility, market recognition, event sponsorship, and commemorative gifts, depending on their sponsorship tier.

## Sponsorship Benefits

- What is the Sachem's Harvest sponsorship tier?
  - Sachem's Harvest (\$10,000) offers an exclusive sponsor story, personalized sponsor flag, and commemorative gift.
- What is the Three Sisters Circle sponsorship tier?
  - Three Sisters Circle (\$7,500) offers a personalized sponsor plaque, Market Hero Award, and commemorative gift.
- What is the PonckHockie Provider sponsorship tier?
  - PonckHockie Provider (\$5,000) offers brand visibility, Market Hero Award, and recognition on social media.
- What is the Wild Rice Patron sponsorship tier?
  - Wild Rice Patron (\$2,500) offers event sponsorship, brand recognition, recognition at sponsored events, and a commemorative gift.
- What is the Sunrise Gatherer sponsorship tier?
  - Sunrise Gatherer (\$1,000) offers brand visibility, recognition on the website, and a commemorative gift.
- What is the Trail Mix Friend sponsorship tier?
  - Trail Mix Friend (\$250-\$500) offers brand recognition and a commemorative gift.



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## PonckHockie Market Membership FAQs

### Membership

- How do I become a member of PonckHockie Market?
  - Simply sign up to become a member, and you'll be part of our community's revitalization efforts!
- Is membership free?
  - Yes, membership is free and comes with various benefits.

### Membership Benefits

- What benefits do members receive?
  - Members enjoy the right to vote on key decisions, can share recipes and earn profits, receive exclusive discounts, and are invited to member-only events.
- Can members vote on market decisions?
  - Yes, members have a voice in shaping the market's future through voting on operational changes and profit allocation.
- Can members share recipes and earn profits?
  - Yes, members can share recipes, and we'll make and sell them, with the member earning most of the profit.
- Do members receive exclusive discounts?
  - Yes, members enjoy "Member-Only" discounts and promotions on various products.
- Can members attend exclusive events?
  - Yes, members are invited to events, including member mixers, and can even help plan them.
- Can members volunteer at the market?
  - Yes, members can volunteer and help at the market, learning about our operations and doing good in the community.



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## MEAL Program FAQs

### What is MEAL?

- What does MEAL stand for?
  - MEAL stands for Making Eating Accessible and Local.
- What is the MEAL program?
  - The MEAL program is an initiative that provides accessible and affordable food to the community.

### How MEAL Works

- How does the MEAL program work?
  - The MEAL program works by providing affordable food options to those in need, supported by purchases made at PonckHockie Market.

### Impact and Vision

- What is the impact of the MEAL program?
  - The MEAL program addresses immediate food needs while paving the way for a healthier, more self-sufficient future for PonckHockie.
- What is the vision of the MEAL program?
  - The vision is to make eating accessible and local for everyone, nurturing the community, celebrating local culture, and rebuilding a thriving PonckHockie.

### Supporting MEAL

- How can I support the MEAL program?
  - You can support MEAL by shopping at PonckHockie Market, where every purchase contributes to the program's mission.
- How does shopping at PonckHockie Market support MEAL?
  - Every purchase at PonckHockie Market helps support the MEAL program, providing accessible and affordable food to those in need.



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## Vendor FAQs

### Vendor Applications

- How often do you accept vendor applications?
  - We accept vendor applications on a rolling basis.
- What is the recommended timeframe for applying to an upcoming market?
  - We recommend expressing interest at least 14 days (2 weeks) prior to the market date you're interested in.
- How do I start the application process?
  - Complete our Vendor Interest Form to start the process.

### Vendor Priorities

- What type of vendors do you prioritize?
  - We prioritize local vendors from within 25 miles of PonckHockie, Kingston, NY, as part of our commitment to supporting the local economy.

## Market Themes and Schedule

- Do you have themed markets?
  - Yes, every month has a different market theme, corresponding with widely recognized months (e.g., June is Pride Month).
- What happens to the profits from each market?
  - All profits are donated to local charities, non-profits, and causes, often related to the market theme (e.g., LGBTQ+ rights organization in June).
- What is the purpose of PonckHockie Market's identity-based theme?
  - Every month, we celebrate a different identity-based theme to promote diversity, equity, and inclusion. We partner with nonprofits and charities serving those identities, donating a portion of our profits to support their causes.
- How are the themes and non-profit recipients selected?
  - We select themes and non-profit recipients based on national recognition, cultural significance, and community impact. Our goal is to amplify marginalized voices and support organizations making a positive difference.



- What is the schedule of themes and non-profit recipients for the year?
  - Here is our schedule:

<b>Month</b>	<b>Theme</b>	<b>Non-Profit Recipient(s)</b>
January	National Mentoring Month	MentorMe of Ulster County
February	Black History Month	African Burial Ground, Wednesday Walk for Black Lives
March	Women's History, Irish-American Heritage	YWCA, Irish Cultural Center of the Hudson Valley
April	Arab American Heritage, Autism Awareness	Center for Spectrum Services
May	Native American, Haitian American, Jewish American Heritage	Jewish Family Services, Reher Center for Immigrant Culture and History
June	LGBTQAI+, Caribbean Heritage	Seasoned Gives, LGBTQ Center
July	Disability Pride, National Ice Cream	The Arc Mid-Hudson
August	South Asian Heritage, Young Creators Celebration	Nourish Kingston Youth Gallery
September	Hispanic Heritage	LaVoz Magazine
October	Italian American Heritage, Filipino American History, Breast Cancer Awareness	Ulster Immigrant Defense Network, BCAofKingston
November	Native American Indian/Alaska Native Heritage	Kingston Land Trust





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December	End of Year, Holiday Market, Veteran Appreciation	Kingston Veterans Association
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## Additional Resources

- Where can interested vendors find more information?
  - Please visit our "Vendors" page for more information.
- Where can interested sponsors find more information?
  - Please visit our "Sponsors" page for more information.
- Where can interested members find more information?
  - Please visit our "Member Benefits" page for more information.
- How can I get involved or support these initiatives?
  - Shop with us during the designated months, and a portion of your purchase will go towards the selected non-profit recipients. You can also donate directly to the non-profits or volunteer your time to support their causes.
- How can I stay updated on the themes and non-profit recipients?
  - Follow us on social media or sign up for our newsletter to stay informed about our identity-based themes and charity initiatives.

## Contact Us

- How can I contact PonckHockie Market?
  - Email us at [admin@pkcmarket.com](mailto:admin@pkcmarket.com) for any questions or inquiries.