

SPONSORSHIP INFORMATION FOR THE WAKEFIELD FARMERS MARKET



The Wakefield Farmers Market is in its 13th year of operation in Wakefield, and it continues to be one of the most popular farmers markets on the North Shore and beyond. The Wakefield Farmers Market's mission is to inspire healthy, environmentally responsible lifestyles by fostering relationships with the local food community. Our market seeks community sponsors to help manage our operating costs that provide the platform for local agribusinesses and food artisans to sell directly to consumers. We aim to continue our growth this year and plan more events, education, and opportunities for community partnerships. Our primary focus is to champion the local economy by supporting our local farmers and food artisans. The popularity of farmers markets has surged in the last few years, and today is one of the most rapidly rising business models in the U.S. It is a great time to gain visibility for your business by sponsoring our farmers market.

Sponsors support economic benefits to local businesses by:

- Directly supporting local and sustainable agricultural farmers.
- Directly supporting Wakefield Farmers Market SNAP Incentive \$10 Match. Ensuring fresh and healthy foods for everyone.
- An increase in dollars spent in local businesses on market days and beyond.
- The Multiplier Effect: dollars spent locally stay in our community and stimulate our local economy
- A rich set of promotional, marketing, and co-branding opportunities
- Partner with Wakefield Farmers Market to provide:
- Access to local, healthy, and sustainably grown food.
- An enriched sense of community for those living in the Wakefield area and beyond.
- New opportunities for the market to engage a broader customer base through education and outreach.

We are offering a rich set of promotional, marketing, and co-branding opportunities for the 2021 market season. View the levels and what they offer in the attached document (Wakefield Farmers Market Sponsorship Levels).

Thank you for your support of the Wakefield Farmers Market. If you have any questions about sponsoring, or other ways you can engage with our market, please send us an email at wakefieldfarmersmarket@gmail.com. We would love to hear your thoughts.

Sincerely,

Wakefield Farmers Market Board of Directors

Contact:

Market Manager, AnnMarie Gallivan
wakefieldfarmersmarket@gmail.com

Physical address:

468 North Ave
Hall Park
Wakefield, MA 01880

Mailing address:

P.O. Box 1426
Wakefield, MA 01880

Please note that Wakefield Farmers Market is recognized by its tax status as a 501(c)3 nonprofit under the Wakefield Climate Action Project. We are currently seeking our own nonprofit status

Sponsorship Level	Cost	Benefits
Seedling	\$25	<ul style="list-style-type: none"> ● WFM Tee
Sprout	\$250	<ul style="list-style-type: none"> ● Logo with link on our website
Fruit	\$500	<ul style="list-style-type: none"> ● Logo with link on our website ● One table space for 1 market at WFM to interact with the community, and share company info. Promoted with Market vendors ● Listed as sponsor on weekly newsletter
Veggie	\$1000	<ul style="list-style-type: none"> ● Logo with link on our website ● One table space for 3 markets at WFM to interact with the community, and share company info. Promoted with Market vendors ● Listed as sponsor on weekly newsletter ● Listing as sponsor on Cable Access Advertising ● Logo on Market Manager Tent Signage ● 3 Social Media spotlights as sponsor
Harvest	\$2000	<ul style="list-style-type: none"> ● Logo with link on our website ● One table space for 5 markets at WFM to interact with the community, and share company info. Promoted with Market vendors ● Listed as sponsor on weekly newsletter ● Listing as sponsor on Cable Access Advertising ● Logo on Market Manager tent Signage ● Logo on all print material posted in high traffic areas ● 5 Social Media spotlights as sponsor

Based on sponsorship levels, your business is placed on a highly visible banner on the Market Manager tent during market days..

Our weekly newsletter goes out once a week to over 700 customers.
 Facebook/Instagram/Twitter followers 7,000 and growing daily.
 Website and blog

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SPONSORSHIP APPLICATION FOR THE WAKEFIELD FARMERS MARKET



Thank you for your interest in sponsoring the Wakefield Farmers Market. We are very grateful for your support. Please fill out the application below and return it to your Wakefield Farmers Market contact or email the information below to *wakefieldfarmersmarket.org* and *SPONSORSHIP* in the *subject line*. We will be in touch as soon as we receive your application with further details.

BUSINESS NAME:	
ADDRESS:	
CONTACT NAME:	
EMAIL:	
PHONE:	

Please select your chosen Sponsorship Level:

- Seedling \$25
- Sprout \$250
- Fruit \$500
- Veggie \$1,000
- Harvest \$2,000