The Food Trust’s farmers markets 2020

21 PHILADELPHIA FARMERS MARKETS 400,000 CUSTOMERS 75 REGIONAL FARMERS AND PRODUCERS

SPONSORSHIP OPPORTUNITIES
Join us as we celebrate our 29th season as the largest farmers market operator in the Philadelphia region. Each season, our 21 Philadelphia-area farmers markets provide more than 400,000 customers with fresh, healthy food from over 75 regional farmers and producers. Our markets include Clark Park, Philly’s oldest year-round farmers market, and Headhouse Square, one of the city’s largest outdoor markets. The Food Trust’s markets are community hubs and destinations for food lovers in search of the best selection of high-quality local products.

“It’s a great resource to have fresh, healthy food in the neighborhood—and coming to the market is a social event where I see and talk to friends and neighbors. It enlivens the park. I hope it stays here forever!”

• FARMERS MARKET SHOPPER

“Headhouse is one of the best places for eaters, bar none. Exceptional locally grown fruits and vegetables, pastured meats, sustainable seafood, excellent cheese, chocolate, there is so much inspiration to be found in the stalls of this historic marketplace.”

• USA TODAY, 10 BEST PHILADELPHIA SPOTS FOR FOODES

“[The Food Trust’s] farmers markets bring more than economic growth, more than meaningful interaction between farmers and consumers. They bring a sense of community, reviving a ‘town square’ tradition lost in many urban neighborhoods.”

• MARILYNN MARTER, THE PHILADELPHIA INQUIRER

“While the [Clark Park] market is a magnet for many of the people who live in this part of West Philly, it also attracts folks from other parts of the city, the suburbs, and even out-of-towners… Wherever they come from, the markets’ visitors seem charged to socialize.”

• CHRISTOPHER MAIER, CITYLAB
Why align your brand with The Food Trust’s farmers markets?

• **Innovation and growth opportunities:** Connect with new consumer and business markets, including moms, millennials, foodies, healthy eaters, families and green consumers.

• **Build customer loyalty and trust:** Sponsoring The Food Trust’s farmers markets demonstrates your company’s commitment to localism, community health and nutrition, sustainability, diversity and economic development.

• **Communicate key messages and position new products:** Our skilled communications team will help you tell your company’s story to The Food Trust’s large and loyal following.

Demographic Profile

**FARMERS MARKET CUSTOMERS**

- 400,000 shoppers per season
- 71% female
- 53% visit markets every week or more
- 43% shop at other neighborhood businesses when they visit the market
- 40% have children age 18 and under living in the household

More than 50 companies have sponsored The Food Trust’s farmers markets.

**Thanks to our key corporate partners:**

- GREEN MOUNTAIN ENERGY
- LANKENAU MEDICAL CENTER
- COMMUNITY ENERGY
- CHIPOTLE
- WHOLE FOODS MARKET
- TD BANK
- THOMAS JEFFERSON UNIVERSITY
- PHILADELPHIA BREWING CO.
- ENTERPRISE CARSHARE
- CAMPBELLS SOUP COMPANY
- BRAVO HEALTH
- UNITED HEALTHCARE
- PGW
- TOMS
- BARILLA PASTA
- STELLA PIZZA
- MARK GROUP, INC.
- PHILLY MEDIA NETWORK
- BELLWEATHER CONSTRUCTION
- ZIPCAR
- STATE FARM INSURANCE
- WHYY
- THE ECONOMIST
- MUNCHKIN
- GETAROUND

**SPOTLIGHT ON HEADHOUSE FARMERS MARKET**

- 2,500 weekly shoppers
- 60% come weekly
- 79% visited or planned to visit other neighborhood businesses on market day
- 45% earn more than $75,000
- This market, located in the historic Society Hill neighborhood of Philadelphia, features nearly 50 rotating vendors
The Food Trust’s farmers markets

21 PHILADELPHIA FARMERS MARKETS  400,000 CUSTOMERS  75 REGIONAL FARMERS AND PRODUCERS

How We Market Our Farmers Markets

• **Digital Marketing:** Our farmers markets are promoted to 7,000+ dedicated email subscribers throughout the growing season.

• **Web:** The Food Trust’s farmers market website, thefoodtrustmarkets.org, lets attendees search for markets by location or day of the week.

• **Public Relations:** Season announcement story pitches, as well as press releases and media alerts throughout the season, are distributed to a local, regional and national list of over 100 journalists.

• **Traditional Marketing:** Our markets are promoted via print materials, such as banners, fliers and posters.

• **Traditional Marketing:** The Farmers Market Program partners with local organizations, tourism companies, news outlets, Philadelphia-based businesses and corporations to market our events creatively to the city’s residents and visitors.

Social Media and Web Reach

- Food Trust Twitter followers ........................................ 36,900+
- Food Trust Instagram followers .................................. 22,400+
- Food Trust Facebook likes .......................................... 14,900+
- Monthly page views at thefoodtrust.org ......................... 20,000+

*We’re also on YouTube and LinkedIn!*

Our farmers markets are making a splash!

*The Food Trust’s farmers market network has been featured in more than 40 major media outlets including:*

- THE NEW YORK TIMES
- PLAN PHILLY
- PHILLY.COM
- PHILLY
- PHL 17
- FORBES
- THE PHILADELPHIA INQUIRER
- PHILADELPHIA DAILY NEWS
- METRO
- PHILADELPHIA CITY PAPER
- PHILADELPHIA WEEKLY
- PHILADELPHIA MAGAZINE
- GRID
- WHYY
- KYW-1060
- CBS-3
- ZAGAT
- BUSINESSWEEK
- GRIST
- NATIONAL GEOGRAPHIC
- NEW YORK MAGAZINE
- U.S. NEWS
- USA TODAY
- UWISHUNU
- VISITPHILLY.COM
- HUFFINGTON POST
- MAINLINE TODAY
- PHILLY EATER
- COURIER-POST
- METRO PHILLY
- NBC 10
- CAMPUS PHILLY
- FOOBOOZ
- COOKING LIGHT MAGAZINE
- NPR
- NEXT CITY
- CITYLAB

SPOTLIGHT ON GERMANTOWN FARMERS MARKET

- 500 weekly shoppers
- 48% come weekly
- 41% of shoppers walk to market
- In addition to regular weekly vendors, historic urban farms and gardens of Germantown make guest appearances
- Community resources, music and entertainment provided by Germantown United CDC
Join us! 2020 Farmers Market Sponsorship Opportunities and Benefits

**Presenting Sponsorship (from $30,000)**
- Category exclusivity available
- Recognition throughout the markets, promotional materials and communications as Presenting Sponsor
- Face-to-face, year-round interaction with shoppers at the markets of your choice; up to 50 market dates during peak season and up to 12 dates during off-season
- Sampling opportunity at market
- Logo at Presenting Sponsor level on main market signage at four largest markets (Headhouse, Clark Park, Fairmount, Filter Square)*
- Logo at Presenting Sponsor level on all promotional materials, including the Farmers Market Guide and individual market fliers*
- Co-branded logo on giveaway item(s) at each market
- Logo and link on The Food Trust's Farmers Market website; recognition on the corporate giving page
- Logo and special feature in each issue of The Food Trust's e-newsletter
- Mention in pre-season press release*
- Work with our communications team to develop a customized social media marketing campaign for the duration of the farmers market season (June through October); includes all platforms and real-time posting

**Lead Sponsorship (from $15,000)**
- Category exclusivity available
- Recognition throughout the markets, promotional materials and communications as Lead Sponsor
- Face-to-face, year-round interaction with shoppers at the markets of your choice; up to 25 market dates during peak season and up to 8 dates during off-season
- Sampling opportunity at market
- Logo at the Lead Sponsor level on main market signage*
- Logo at the Lead Sponsor level on all promotional materials, including the Farmers Market Guide and individual market fliers*
- Logo and link on The Food Trust's Farmers Market website; recognition on the corporate giving page
- Special feature in 3 issues of The Food Trust's e-newsletter
- Work with our communications team to develop a customized social media marketing campaign for the duration of your sponsorship; includes all platforms and real-time posting

**Market Champion Sponsorship (from $10,000)**
*One available at each of the four largest markets (Headhouse, Clark Park, Fairmount, Filter Square)*
- Category exclusivity available
- Recognized as the official Market Champion Sponsor at agreed-upon market
- Recognition throughout the chosen market, promotional materials and communications as Market Champion Sponsor
- Weekly face-to-face interaction with shoppers at the chosen market over the season
- Sampling opportunity at market
- Logo at the Market Champion Sponsor level on main market signage*
- Logo at the Market Champion Sponsor level on all promotional materials, including the Farmers Market Guide and individual market fliers*
- Logo and link on The Food Trust's Farmers Market website; recognition on the corporate giving page
- Special feature in 3 issues of The Food Trust's e-newsletter
- Work with our communications team to develop a customized social media marketing campaign for the duration of your sponsorship; includes all platforms and real-time posting

*More opportunities on next page...*
2020 Farmers Market Sponsorship Opportunities and Benefits continued

**Market Partner Sponsorship** (from $5,000)
- Face-to-face interaction with farmers market shoppers on 10 dates of your choice
- Sampling opportunity at market
- Name and link on The Food Trust's Farmers Market website and corporate giving page
- Mention in two issues of The Food Trust’s e-newsletter
- 3 social media promotional posts over the duration of your sponsorship, plus a group thank you post at the end of the farmers market season

**Nonprofit, Community Partner or Small Business Sponsorship** (from $250)
*Show your support for The Food Trust Farmers Markets!*
- Your name featured at Nonprofit/Community Partner Sponsor level on The Food Trust’s Farmers Market website and social media
- Face-to-face interaction with shoppers at the market of your choice on one date

**Single Day Market Sponsorship** (from $500 to $2,000)
An opportunity for your company to shine. Create a space at the market to promote your brand. This is a customized day with details to uniquely meet your needs. Pricing available upon request, ranging from $2,000 for space at Headhouse during peak season to $500 at other markets. Web and social media benefits available as well. Contact us to arrange a successful marketing opportunity for your company.

**Bundled opportunities available:**
Maximize your charitable dollars and visibility across multiple farmers markets! Receive a discount if you commit to multiple market dates.

**Work with us to build a customized package:**
Looking for something different? We’ll work with you to build a unique sponsorship package that aligns with your needs. Contact us for more information!

**We hope you’ll join us as a Farmers Market sponsor!**
Please contact Elizabeth Weihmann, Development Manager, to get started: eweihmann@thefoodtrust.org
215-575-0444, ext. 8242

*For inclusion in print materials, sponsorship must be secured in advance of print/publication deadline.

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**About The Food Trust**
The Food Trust’s mission is to ensure that everyone has access to affordable, nutritious food and information to make healthy decisions. Working with neighborhoods, schools, grocers, farmers and policymakers, we’ve developed a comprehensive approach to improved food access that combines nutrition education and greater availability of affordable, healthy food. To learn more, visit thefoodtrust.org.

*Photos by Dave Tavani and Mikey Ilagan for The Food Trust. The Food Trust is a registered trademark.*