

The Food Trust's  
**farmers  
markets**

2017-18

22 PHILADELPHIA FARMERS MARKETS 400,000 CUSTOMERS 100 REGIONAL FARMERS AND PRODUCERS

**SPONSORSHIP  
OPPORTUNITIES**



# The Food Trust's farmers markets



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Join us at a special time! In 2017, The Food Trust is celebrating its 25th anniversary as the largest farmers market operator in the Philadelphia region. Our **22 Philadelphia farmers markets** provide more than **400,000 customers** with fresh, healthy food from over **100 regional farmers and producers**. Our markets include Philly's oldest year-round farmers market at Clark Park and the city's largest outdoor market at Headhouse Square. 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



*"I make the market fit into my lifestyle—I make a point to get here each week."*

• FARMERS MARKET SHOPPER



## JOIN US!

**"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, TEN BEST PHILADELPHIA SPOTS FOR FOODIES

**"[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

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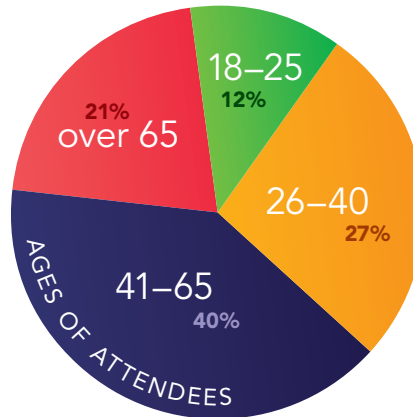
## Why align your brand with The Food Trust's farmers markets?

- **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
- 70% female
- 48% visit markets every week or more
- 79% say the market makes them feel better about their community
- 45% shop at other neighborhood businesses when they visit the market
- 34% 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  
 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

## SPOTLIGHT ON HEADHOUSE FARMERS MARKET CUSTOMERS

- 3,000 weekly shoppers
- 69% have been coming to market for at least two years
- 79% come weekly
- 59% visited or planned to visit other neighborhood businesses on market day
- 45% earn more than \$75,000





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## TUESDAYS

Broad and Snyder  
Frankford Transportation Center  
Park and Tabor  
West Oak Lane

## WEDNESDAYS

26th and Allegheny  
33rd and Diamond  
52nd and Haverford  
58th and Chester  
Schuylkill River Park

## THURSDAYS

Broad and Cecil B. Moore  
Chester Community Hospital  
Clark Park  
Fairmount  
Oxford Circle



To see a map of The Food Trust's farmers markets, and get more information about each market's vendors and hours of operation, visit [thefoodtrustmarkets.org](http://thefoodtrustmarkets.org)

## FRIDAYS

Germantown

Clark Park

Fitler Square Park

## SATURDAYS

Hunting Park  
Liberty Lands Park  
Overbrook

## SUNDAYS

Headhouse

## 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
- 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

## Social Media Reach

- ✉ Food Trust email subscribers . . . . . 26,000+
- 🐦 Food Trust Twitter followers . . . . . 36,000+
- 📷 Food Trust Instagram followers . . . . . 18,000+
- 👍 Food Trust Facebook likes . . . . . 13,000+
- 👁 Monthly page views at thefoodtrust.org . . . . . 23,000+

**We're also on YouTube and Snapchat!**

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## Join us! 2017 Farmers Market Sponsorship Opportunities & Benefits

	<b>Presenting Sponsor:</b> \$20,000	<b>Lead Sponsor:</b> \$10,000	<b>Market Partner:</b> \$5,000	<b>Pop-Up Sponsor:</b> \$500-\$2,000*
<b>BRAND VISIBILITY</b>				
Industry exclusivity	Yes	Yes	-	-
Presence at market(s) of your choice	Weekly, multiple markets	Weekly, one market	10 dates at market(s)	One-time
Logo on headline banners**	Yes, multiple markets	Yes, one market	-	-
Opportunity to hang promotional banner(s) (provided by sponsor)	Yes, multiple banners	Yes, multiple banners	Yes, one banner	Yes, one banner
Logo on marketing materials	Yes, all markets	Yes, one market	-	-
Opportunity to provide co-branded giveaway items	Yes	Yes	Yes	-
<b>MEDIA ATTENTION</b>				
Sponsor recognition and quote in press releases	Yes, all 22 markets	Yes, one market	-	-
Recognition and speaking opportunities at market events	Yes	Yes	-	-
<b>SOCIAL MARKETING</b>				
Recognition in weekly farmers market e-newsletter <i>Fresh Times</i> (7,500+ subscribers)	Yes, logo in all issues, monthly branded and targeted selection	Yes, logo in all issues and targeted messaging	Yes, logo in 10 issues	Yes, recognition in one issue
Recognition on the The Food Trust's website	Yes, premier recognition on farmers market and corporate giving pages	Yes, prominently on farmers market and corporate giving pages	Yes, on farmers market and corporate giving pages	Yes, on farmers market page
Social media recognition via Twitter, Facebook and Instagram (67,000+ followers total)	Yes, comprehensive and targeted campaign	Yes, comprehensive and targeted campaign	Yes	-
<b>EMPLOYEE ENGAGEMENT</b>				
Customized employee volunteering	Yes	Yes	Yes	-
Complimentary tickets to market events	Yes	Yes	-	-

### Combination Sponsorships:

Interested in sponsoring other Food Trust events, like Night Market? Discounts available for multiple sponsorships!

### Community Organizations:

Are you a nonprofit, community organization or startup? We can work with you to tailor a package to meet your needs.

### Customized Opportunities:

Are you looking for a sponsorship that doesn't fall neatly into one of these categories? Contact us to build a unique package that aligns with your needs. Special sponsorship opportunities (e.g., branded seating) available!

### Become a Market Friend!

To show your support of The Food Trust's farmers markets without a physical presence at market, consider our new **Market Friend** level! For \$500, you'll receive web recognition as a farmers market supporter, a **Market Friend** window decal for your business, and the opportunity to display marketing materials at the market of your choosing.

**Contact Us:** Elizabeth Weihmann, Development Coordinator • The Food Trust • 215-575-0444, ext. 8242 • eweihmann@thefoodtrust.org

\*Price will vary within this range based on the specific market, date and time of year you choose.

\*\*For inclusion in printed materials, sponsorship must be secured before print deadline.



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## 2017 Sponsorship Commitment Form

**YES, COUNT US IN AS A FARMERS MARKET SPONSOR!**

**Select your sponsorship level:**

- Presenting Sponsor: \$20,000
- Market Partner: \$5,000
- Customized Partnership
- Lead Sponsor: \$10,000
- Pop-Up Sponsor: \$500-\$2,000
- Market Friend: \$500

Company name: \_\_\_\_\_

Contact: \_\_\_\_\_ Title: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Website: \_\_\_\_\_

Facebook page: \_\_\_\_\_

Twitter handle: \_\_\_\_\_ Instagram handle: \_\_\_\_\_

**An invoice from The Food Trust will follow. Checks payable to The Food Trust upon receipt.**

Authorized Representative (*print name*): \_\_\_\_\_

\_\_\_\_\_  
*authorized signature of sponsor* *date*

**Please return this form to:**  
Elizabeth Weihmann  
The Food Trust  
1617 JFK Blvd., Suite 900  
Philadelphia, PA 19103  
eweihmann@thefoodtrust.org



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## About The Food Trust

The Food Trust, a nonprofit founded in 1992, works 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 that combines nutrition education and greater availability of affordable, healthy food. Today, The Food Trust manages 22 Philadelphia farmers markets and provides nutrition education to more than 70,000 children and adults in school and community centers. We've also developed the nation's largest network of healthy corner stores, including more than 350 stores providing nutritious options in Philadelphia's underserved neighborhoods. A number of The Food Trust's programs have become national models that are expanding to serve other regions in need of healthy food access and nutrition education. To learn more about The Food Trust, visit [thefoodtrust.org](http://thefoodtrust.org).

