

The Food Trust's

farmers markets

2018

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 as we celebrate our 27th season 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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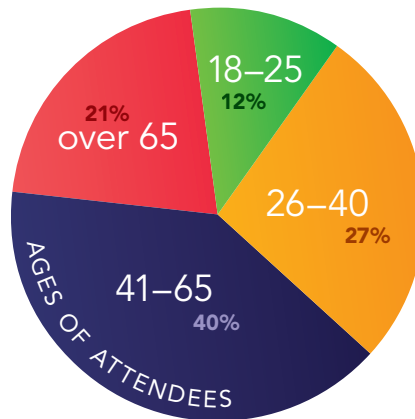
Why align your brand with The Food Trust's farmers markets?

- **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
- 72% female
- 52% visit markets every week or more
- 79% say the market makes them feel better about their community
- 43% shop at other neighborhood businesses when they visit the market
- 37% 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

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

4th and Lehigh
 Broad and Snyder
 Frankford Transportation Center
 Park and Tabor
 West Oak Lane

WEDNESDAYS

22nd and Tasker
 26th and Allegheny
 33rd and Diamond
 52nd and Haverford
 58th and Chester
 Schuylkill River Park

THURSDAYS

Broad and Cecil B. Moore
 Chester
 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

SATURDAYS

Hunting Park
 Overbrook
 Clark Park*
 Fitler Square Park*

SUNDAYS

Headhouse*

***These markets are year-round!**

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 29,000+
- 🐦 Food Trust Twitter followers 37,000+
- 📷 Food Trust Instagram followers 20,000+
- 👍 Food Trust Facebook likes 14,000+
- 👁 Monthly page views at thefoodtrust.org 22,500+

We're also on YouTube and Snapchat!



Farmers market days and locations are subject to change.

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Join us! 2018 Farmers Market Sponsorship Opportunities & Benefits

	Presenting Sponsor: \$20,000	Lead Sponsor: \$10,000	Market Partner: \$5,000	Pop-Up Sponsor: \$500-\$2,000*
BRAND VISIBILITY				
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	–
MEDIA ATTENTION				
Sponsor recognition and quote in press releases	Yes, all 22 markets	Yes, one market	–	–
Recognition and speaking opportunities at market events	Yes	Yes	–	–
SOCIAL AND WEB MARKETING				
Recognition in weekly farmers market e-newsletter <i>Fresh Times</i> (7,300+ 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 (71,000+ followers total)	Yes, comprehensive and targeted campaign	Yes, comprehensive and targeted campaign	Yes	–
EMPLOYEE ENGAGEMENT				
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!

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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2018 Sponsorship Commitment Form

YES, COUNT US IN AS A FARMERS MARKET SPONSOR!

Select your sponsorship level:

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

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.



The Food Trust
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