

The Food Trust's farmers markets



2022 Sponsorship Opportunities

Join us as we celebrate **30 years as the largest farmers market operator in the Philadelphia region!** Our **12 Philadelphia farmers markets** provide **300,000+ customers** with fresh, healthy food from over **85 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.



JOIN US!

Over 50 companies have sponsored The Food Trust's farmers markets, including:

Green Mountain Energy
Lankenau Medical Center
Xfinity
Chipotle
Aetna
Whole Foods Market
Enterprise CarShare
State Farm Insurance
Thomas Jefferson U
WHYY
Munchkin
Getaround
The Rounds

What our shoppers have to say:

"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!"

"Everyone comes out to the farmers market — older folks, younger folks, babies. It's a place to build relationships."

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

- **Connect with new consumer and business markets:** Our customers include 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, small (including women- and BIPOC-owned) businesses, 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 dedicated following.

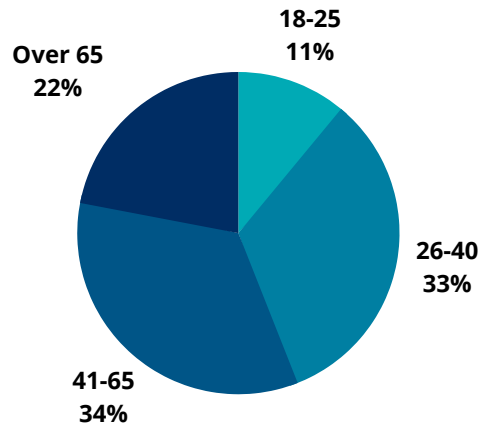
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Demographics | Who are our shoppers?

- 320,000 shoppers per season
- 63% identify as women
- 47% visit markets every week
- 43% shop at other neighborhood businesses when they visit the market
- 40% have children age 18 and under living in the household



Marketing | How do we promote our farmers markets?

- **Digital Marketing:** Our farmers markets are promoted to 7,300+ email subscribers and tens of thousands of social media followers (with a special focus on Instagram).
- **Web:** Thefoodtrustmarkets.org lets attendees search for markets by 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, flyers and posters.
- **Partnerships:** The Farmers Market Program partners with local organizations, tourism companies, news outlets, Philadelphia-based businesses and corporations to creatively spread the word about our events to the city's residents and visitors.

Social Media and Web Reach

- Twitter followers: 35,600+
- Instagram followers: 23,000+
- Facebook followers: 17,000+
- Monthly page views at thefoodtrust.org: 18,000+

We're also on YouTube and LinkedIn!

The Food Trust's farmers market network has been featured in major media outlets, including:

The Philadelphia Inquirer
USA Today
Philadelphia Magazine
Eater Philly
GRID Magazine
WHYY
KYW-1060
CBS-3
VisitPhilly.com
Cooking Light
The Washington Post
CityLab
Thrillist
Parade
Lonely Planet
TimeOut
Billy Penn



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2022 Sponsorship Levels 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 (June through November) and up to 12 dates during non-peak season
- Sampling opportunity at market
- Logo at Presenting Sponsor level on main market signage at our three largest markets (Headhouse, Clark Park, Fairmount)*
- Logo at Presenting Sponsor level on all promotional materials, including the Farmers Market Guide and individual market flyers*
- Co-branded logo on giveaway item(s) at each market
- Logo and link on our Farmers Market website; recognition on corporate giving page
- Logo in every issue of our monthly farmers market e-newsletter; special feature in three (3) issues
- Mention in any pre-season press releases*
- Develop a customized social media marketing campaign with our communications team for the duration of the farmers market season; includes all platforms, real-time posting and boosted posts

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 (June through November) and up to 8 dates during non-peak season
- Sampling opportunity at market
- Logo at the Lead Sponsor level on main market signage at our three largest markets (Headhouse, Clark Park, Fairmount)*
- Logo at the Lead Sponsor level on all promotional materials, including the Farmers Market Guide and individual market flyers*
- Logo and link on our Farmers Market website; recognition on the corporate giving page
- Logo in each issue of our monthly farmers market e-newsletter; special feature in two (2) issues
- Develop a customized social media marketing campaign with our communications team for the duration of your sponsorship; includes all platforms, real-time posting and boosted posts

Market Champion Sponsorship (from \$10,000)

- One available at each of the three largest markets (Headhouse, Clark Park, Fairmount)
- Category exclusivity available
- Recognition throughout the chosen market, promotional materials and communications as Market Champion Sponsor
- Weekly face-to-face interaction with shoppers at the chosen market during peak season (June through November)
- 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 flyers*
- Logo and link on our Farmers Market website; recognition on the corporate giving page
- Logo in every issue of our monthly farmers market e-newsletter; special feature in one (1) issue
- Develop a customized social media marketing campaign with our communications team for the duration of your sponsorship; includes all platforms, real-time posting and boosted posts

Additional opportunities on the next page ...



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2022 Sponsorship Levels and Benefits, continued

Market Partner Sponsorship (from \$5,000)

- Face-to-face interaction with farmers market shoppers on ten (10) dates of your choice
- Sampling opportunity at market
- Name and link on our Farmers Market website and corporate giving page
- Mention in one issue of our monthly farmers market e-newsletter
- Three (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



Single-Day Market Sponsorship (from \$500 to \$2,000)

Create a space at the market to promote your brand and let your company shine! 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/social media benefits available. Contact us to arrange a successful marketing opportunity for your company.

Nonprofit and Community Partner Sponsorship (sliding scale, \$100-250)

Show your support for The Food Trust's Farmers Markets!

- Your name featured at Nonprofit/Community Partner Sponsor level on our Farmers Market website and social media
- Face-to-face interaction with shoppers at the market of your choice on one date

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.

We hope you'll join us as a farmers market sponsor!

To get started, please contact Elizabeth Weihmann, Development Manager:
eweihmann@thefoodtrust.org or 215-575-0444, ext. 118

**For inclusion in print materials, sponsorship must be secured in advance of print/publication deadline.
Please note that The Food Trust reviews all potential sponsors to ensure mission alignment.*

About The Food Trust

Founded in 1992, The Food Trust works with neighborhoods, institutions, retailers, farmers and policymakers across the country to ensure **delicious, nutritious food for all**. Backed by three decades of research and evaluation, our holistic, community-centered approach to nutrition security weaves together three core programming elements — access, affordability and education — as well as a focus on advocating for public policy solutions. Learn more at thefoodtrust.org.