

The Food Trust's farmers markets



2023-2024 Sponsorship Opportunities

Join us as we celebrate **30+ years as the largest farmers market operator in Philadelphia!** Our **11 Philly 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 farmers markets are **community hubs and destinations for food lovers** in search of the best selection of high-quality local products.



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

- **Connect with new consumer and business markets:** Our customers span generations and include families, foodies, healthy eaters and green consumers. Our markets also provide the opportunity to connect with vendors and businesses in the surrounding area.
- **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.

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."

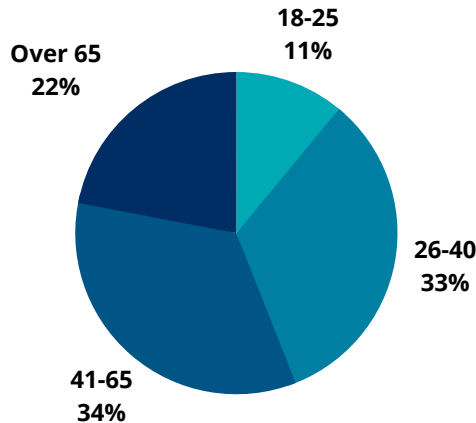
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Demographics | Who are our shoppers?

- 300,000+ shoppers per season
- 60% 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](https://thefoodtrustmarkets.org) lets attendees find their nearest farmers market. Plus, each market has its own unique page to showcase vendors and share updates.
- **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, and Philadelphia-based businesses and corporations, to creatively spread the word about our markets to the city's residents and visitors.

Social Media and Web Reach

- Twitter followers: 34,500+
- Instagram followers: 23,200+
- 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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2023-2024 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 four largest markets (Headhouse, Clark Park, Fairmount and Northern Liberties)*
- Logo 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; can include all platforms, real-time posting and paid targeted content

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 four largest markets (Headhouse, Clark Park, Fairmount and Northern Liberties)*
- 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; can include all platforms, real-time posting and paid targeted content

Market Champion Sponsorship (from \$10,000)

- One available at each of the four largest markets (Headhouse, Clark Park, Fairmount, Northern Liberties)
- 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; can include all platforms, real-time posting and paid targeted content

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 (\$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, Senior Manager of Development:
eweihmann@thefoodtrust.org or 215-383-5412

**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.