

# 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.



## 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 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.

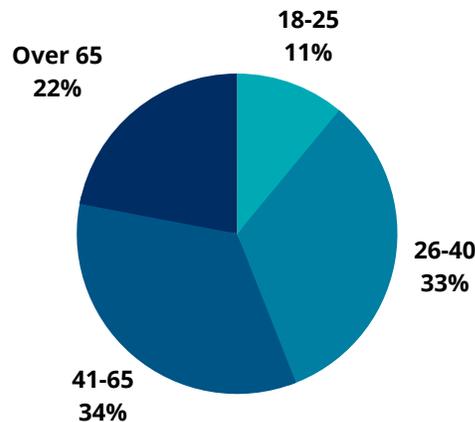
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### Demographics | Who are our shoppers?

- 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



**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

### 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!*



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## 2023-2024 Sponsorship Opportunities

### 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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## 2023-2024 Sponsorship Opportunities

### 2023-2024 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 & Communications:  
[eweihmann@thefoodtrust.org](mailto: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](http://thefoodtrust.org).