



westport

FARMERS' MARKET

sponsorship

HANDS DOWN THE MOST GRATIFYING
CORPORATE SPONSORSHIP OPPORTUNITIES AROUND

Please join us!



why you should sponsor the westport farmers' market

The Westport Farmers' Market relies on the generosity of donors and sponsors to support our operation.

The funds we raise directly correlates to the number of vendors we are able to invite to the Market, allows us to reduce our operating expenses so that we can focus on our mission—encouraging a fresh, healthy, and sustainable lifestyle in Westport and greater Fairfield County.

Your sponsorship dollars will be used to expand our educational programming for our vendors, incorporate additional family-focused activities throughout the year, and fund vital philanthropic efforts aligned with our mission.

our mission

Our mission is to create and maintain a regional hub where real farmers connect with real consumers over real food. In facilitating these interactions, the Westport Farmers' Market strives to help food producers and food consumers forge lasting relationships that celebrate education, sustainability, healthy living, and just plain delicious food!





why sponsoring your favorite farmers' market is good for you

We know you have choices, here is why sponsoring the **Westport Farmers' Market** makes sense for you:

- It provides you with regular face-to-face interaction with like-minded shoppers
- It aligns you with a local green foods movement leader in CT doing great things in the community
- Your sponsorship never stops. We promote our market—and your business—year 'round
- Our digital and social media reach is highly interactive and consistently growing



two sponsorship levels available

We have designed our sponsorship package to offer you tons of benefits and greater visibility for your business.

- **Cultivating (\$1,500)** and **Harvesting (\$3,000)**—to provide you, your organization, or business a variety of opportunities to support the Market while promoting your business.
- Our sponsorship levels are outlined in the enclosed pages. If none of the levels fit your business needs, you and the Executive Director can work together to customize a level that is better suited to your company.



reach a highly desirable demographic

Westport Farmers' Market has a year-round presence in the community, offering many events, advertising opportunities, and a robust digital media presence. Sponsors have broad access to our shoppers, who fit a highly desirable demographic profile:

- **Face-to-face with up to 10,000 shoppers annually**
- weekly customer engagement throughout the entire calendar
- customers have a high propensity to shop with local businesses and support mission-driven organizations 20,000+ followers on various digital media platforms
- Shopper demographics lean slightly female, higher income, higher education with a lifestyle of health and sustainability



sponsorship benefits

- Broad access to our community of in-person shoppers (up to 20,000 annually) and social media followers (20,000+ and growing).
- Regular face to face interaction with in-person shoppers.
- Affiliation with a local green foods movement leader in Connecticut recognized for doing great things in the community
- The WFM's promotion of your business year round as part of our communication at the market, in media outlets around town, and in our social media outreach.

We are seeking synergistic corporate sponsors for the 2023-2024 (May - May) season

harvesting sponsor \$3,000	cultivating sponsor \$1,500
Logo and link on the WFM website with special notation as Harvesting Sponsor .	Logo and link on the WFM website with special notation as Cultivating Sponsor .
Logo presence in once weekly newsletter reaching a minimum of 4,000 customers	Same
Monthly sponsor-provided relevant content to be in social media engagement campaign included but not limited to FB, Twitter and IG	Every other month
Logo on all WFM print material distributed throughout greater Fairfield Country	Same
Mention of all sponsorship in all press releases	Same
Invitation to special events through the year including 2 free tickets to every event .	2 events
Opportunity to host a booth with key placement at Market for 10 markets of the corporate sponsor's choosing	5
Full Use of WFM logo on Corporate Sponsor's website	Same
4 WFM Friend of Market bags and additional merchandise	2



more than a market

WFM operates internal and external education and outreach programs all year round

Programs include:

- Farmer Fund
- Farmer to School to Community (Gillespie Shelter)
- Recipe
- Farmer to Kids to Community (Sheehan Center)
- Get Growing
- Young Shoots
- Farmer to Veterans to Community (Homes for the Brave)
- Rescue (Bridgeport)
- Grow-a-Row (Food Rescue)





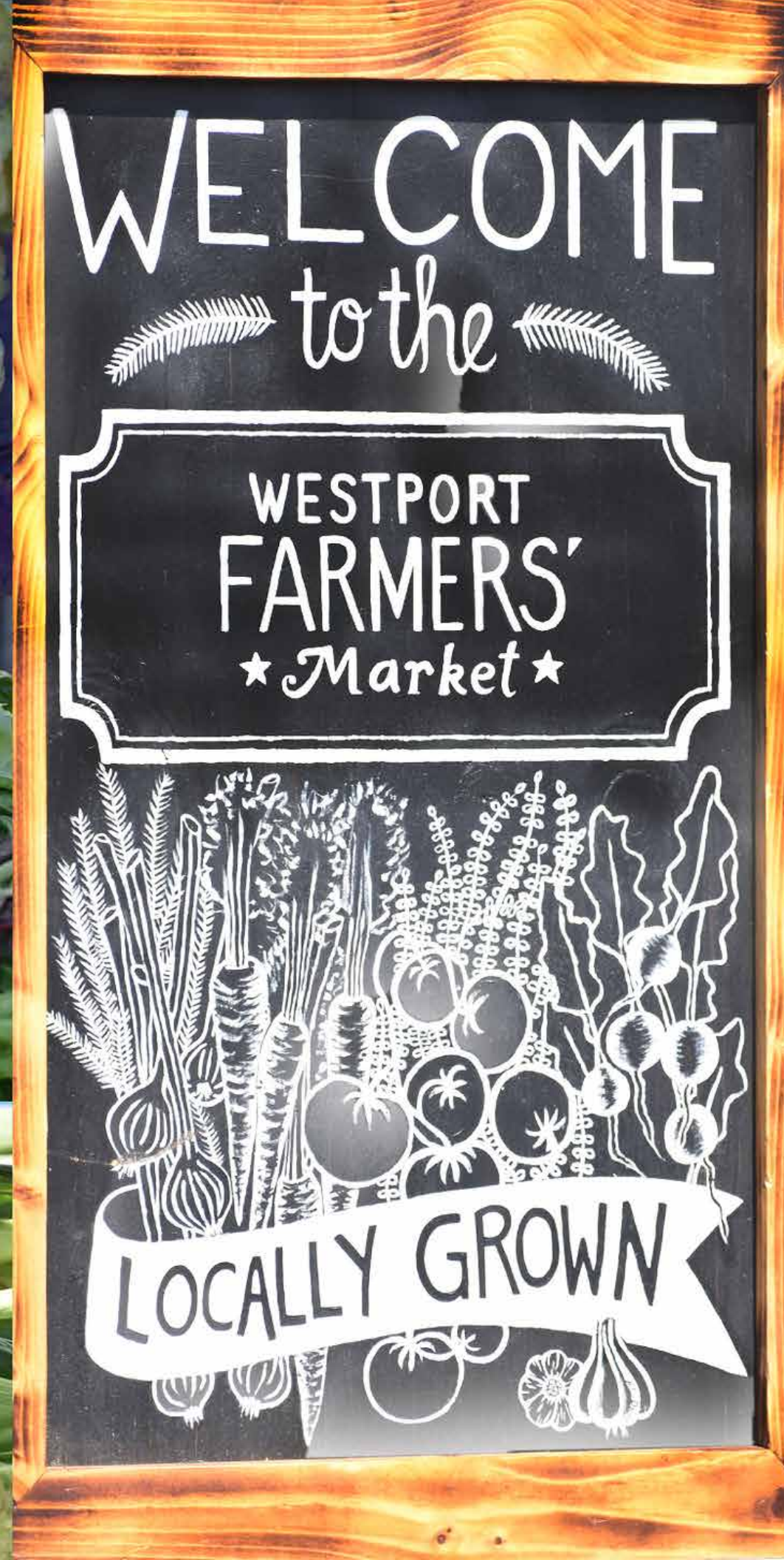
history

In June of 2006, Paul Newman and Michel Nischan planted a seed and we opened our doors in the parking lot of the Westport Country Playhouse. We were so proud of our 14 vendors, and so grateful for the 500 shoppers who showed up to support us.

In 2009, we moved to our current home at 50 Imperial Avenue, a stone's throw from the Saugatuck River. With a little more space and a little more air, we began to put down roots. We started expanding our programming, and our role within the community.

By 2010, we welcomed winter by expanding our market to cover the colder months, too. Gilbertie's Herb Garden embraced us with open arms, and before we knew it, the vendors and shoppers had doubled.

Today, boasting the accolade of the strictest guidelines in the state, the market is blooming with 50+ vendors! Organic farmers, bakers, food trucks, GMO free vendors, pizza, chef demos, flowers, seeds and an eager, hungry lunch crowd. We welcome thousands of shoppers each and every week. From the first seeds that were planted in 2006, we have grown, and blossomed. During the pandemic we created a touch free model to ensure our shoppers and vendors would not miss one week of this market. We remain committed to our initial goals – to provide fresh, local, healthy and seasonal food to our community. And we continue to aspire to create a fun, safe and healthy community environment that promotes education about local food, local farms, and sustainable, healthy growing practices.



IF YOU WOULD LIKE MORE INFORMATION OR HAVE
QUESTIONS ABOUT SPONSORSHIP OPPORTUNITIES,
PLEASE CONTACT
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WESTPORT
FARMERS'
MARKET

We can't do it without you!