



FRESHFARM

25 years of nourishing our food future

2022 Market Sponsorship Opportunities

FRESHFARM is a DC-based nonprofit organization working to build an equitable and resilient food system in the Mid-Atlantic region. We are the third largest farmers market organization in the country, operating nearly 30 markets in Washington, DC, Maryland, and Virginia. Our markets welcome over 500,000 visitors each year and represent \$20 million in retail revenue for our network of over 200 local farmers and producers.

In addition to our markets, FRESHFARM operates a robust portfolio of innovative food access and educational programs. Through Market Sponsorship, your business can align with FRESHFARM's work to build a resilient, equitable, and sustainable food system and our efforts to solve critical problems across our regional food system.

OUR AUDIENCE

Market Sponsors have the opportunity to promote their business to our broad base of loyal customers who plan their week around market attendance, as well as visitors to the DMV area that see FRESHFARM markets as a must-see attraction during their time in the region. As a Market Sponsor, you will engage directly with our audience of market shoppers who prioritize community, health, and sustainability.

Our markets attract shoppers from around the Washington, DC metro area and Northern Virginia for weekly engagement opportunities at our community-based markets. While very diverse overall, our customer base skews toward college-educated women with disposable income. Our socially responsible and environmentally conscious shoppers care deeply about healthy food and sustainable agriculture and prioritize supporting local businesses. As inherently social events, farmers markets are the ideal location for high-value connections and opportunities to engage face-to-face with potential new customers and supporters

YOUR BUSINESS

Who is eligible for Market Sponsorship? Any business that would like to have a space at market to promote their services is eligible to apply to be a Market Sponsor. This may include:

- Any private business, company, or corporation
- Self-employed individuals
- National or international nonprofits
- Federal government divisions

MARKET SPONSORSHIP POLICIES

As a Market Sponsor, you have the opportunity to book a space at FRESHFARM farmers markets, pending availability. Each market date you sign up for includes:

- Market space: 10'x10' market footprint where the sponsor may promote their business, pass out materials like collateral or swag, connect with new clients and sign them up for services, and host activations.
- Newsletter shoutout: mention in the FRESHFARM Market Basket, our weekly market newsletter sent to an audience of 16,000 subscribers.

All sponsors must adhere to the following policies:

- Tent and table are NOT included in market booking. Please note that if you choose to use a tent at market, you **must** attach 25 pounds of weight to each tent leg. If bringing your own equipment is not possible, FRESHFARM staff can provide guidance on securing equipment, if arranged ahead of time.
- Market Sponsorship is restricted to promotional activities only. Sponsors may **not** sell any products or merchandise at the farmers market. If you would like to offer free food at your table, we **strongly** encourage you to source this food from the market, so as not to compete with our vendors.
- Dates of market appearances will be agreed upon by Market Sponsor and FRESHFARM as soon as possible, but no later than two weeks before desired market date (subject to availability). Once Market Sponsor is approved, the FRESHFARM team will follow up to schedule market dates.

- Market Sponsors will receive arrival, off-loading, and parking instructions from FRESHFARM at least one week prior to market appearance. When possible, parking will be provided.
- If Market Sponsor is unable to attend a scheduled market date, FRESHFARM requires notice 24 hours in advance of the start of market. If no notice is given, Market Sponsor is not guaranteed an opportunity to reschedule missed market date.
- In the case of inclement weather, market will continue as scheduled unless expressly stated by FRESHFARM. If Market Sponsor is not able to attend market due to weather, please let us know 24 hours in advance so we may plan accordingly.

MARKET SPONSORSHIP PRICING

Market Sponsorship pricing reflects average customer attendance at each market location and average market revenue. Market price tiers are:

- Platinum markets: \$1,000 per market appearance
- Gold markets: \$500 per market appearance
- Silver markets: \$250 per market appearance
- Bronze markets: \$100 per market appearance

You can book as many market dates as you like at as many locations as you like, pending availability. See full calendar of available markets below.

Ready to make a longer commitment? Book 20 markets for the season at once and get 15% off your package! Market dates must all occur within the same calendar year.

2022 FRESHFARM Market Sponsorship Opportunities

Market	Location (Ward, County)	Day & Time	Customer Average (2021)	Vendor Count (2022)
PLATINUM: \$1,000 per market date				
Dupont (Sunday)	Ward 2	Sunday 8:30am - 1:30pm	2,487	64
GOLD: \$500 per market date				
Arlington	Arlington County	Saturday 8am - 12pm	1,195	40
Downtown Silver Spring	Montgomery County	Saturday 9am - 1pm	1,676	45
Mosaic (Sunday)	Fairfax County	Sunday 9am - 2pm	1,681	43
SILVER: \$250 per market date				
Ballston	Arlington County	Thursday 3pm - 7pm	200	15
By the White House	Ward 2	Thursday 11am - 2pm	n/a	14
Columbia Heights (Saturday)	Ward 1	Saturday 9am - 1pm	678	17
Dupont (Thursday)	Ward 2	Thursday 3pm - 7pm	n/a	TBD
Foggy Bottom	Ward 2	Wednesday 3pm - 7pm	n/a	9
H Street NE	Ward 6	Saturday 9am - 12:30pm	381	12
Monroe Street	Ward 5	Saturday 9am - 1pm	532	21
Mount Vernon Triangle	Ward 6	Saturday 9am - 1pm	508	22
National Landing	Arlington County	Saturday 8am - 12pm	326	TBD
Oakton	Fairfax County	Saturday 9am - 1pm	365	12
Reston	Fairfax County	Wednesday 3pm - 7pm	229	24
Springfield	Fairfax County	Saturday 10am - 2pm	374	TBD
Uptown	Ward 4	Saturday 9am - 1pm	304	TBD
BRONZE: \$100 per market date				
Columbia Heights (Wednesday)	Ward 1	Wednesday 4pm - 7pm	133	TBD
Mosaic (Thursday)	Fairfax County	Thursday 3pm - 7pm	114	TBD
The Parks at Walter Reed	Ward 4	Sunday 9am - 1pm	125	TBD
Penn Quarter	Ward 2	Thursday 3pm - 7pm	108	16
Rosslyn	Arlington County	Wednesday 3pm - 7pm	126	TBD

NEXT STEPS

Apply to become a Market Sponsor via the [application form](#). Once approved, our team will follow up to schedule you at the markets and dates of your choice, pending availability.

Please email sponsors@freshfarm.org with questions.

OTHER OPPORTUNITIES

Are you interested in broader sponsorship opportunities with FRESHFARM? We offer sponsorship packages for our signature annual events as well as other ways to connect with the FRESHFARM brand. Email development@freshfarm.org to discuss the opportunity that is right for you.