

FRESHFARM Sponsorship Information

Becoming a FRESHFARM sponsor means connecting directly with thousands of market-goers at the heart of our region's food community. Market Sponsors have the opportunity to **engage face-to-face with shoppers** by tabling at markets, sharing educational resources, and raising awareness about their business.

In addition to tabling, our team can also work with you to **create personalized, bespoke sponsorships** that align with your brand and community goals.

FRESHFARM Audience & Digital Reach

Demographics of Our Shopper Network

- Gender: 63% female | 37% male
- Age: avg. age 40 years old
- Net Worth: over 40% have assets exceeding \$1 million
- Income: \$125,000+ (23% of audience)
- Family Composition: 58% have children
- Marital Status: 54% single | 46% married
- Occupation: 40% are in a professional occupation

Digital Reach as of Summer 2025

- 36,105 Instagram followers
- 2.1 million Instagram impressions in 2024
- 35,300 avg. monthly Instagram accounts reached
- 39,681 avg. monthly unique website visitors
- 13,500 weekly newsletter subscribers
- 39% open rate for weekly newsletter

Our Work



Economic Opportunity

We increase demand and opportunities for farmers and producers through our 26 markets and farm stands in the region.



Food Access

We increase local food access for high-need individuals and families, relieving the burden of food insecurity.



Food Equity

We enhance agency and knowledge, foster coalitions, and provide capacity-building that builds equity in the food system.



Food Education

We educate and empower residents of all ages to grow, source, and prepare seasonal produce, promoting wholesome diets.



Environmental Sustainability

We promote sustainable practices that support the environment.

Contact Information

Katie Streater

Sponsorship Coordinator

sponsors@ffm.org | (239) 246-2155

Mailing: 1380 Monroe St NW #605, Washington, DC 20010

Washington, DC 20005

www.freshfarm.org



2025 FRESHFARM Market Sponsorship Opportunities

Market	Location (Ward, County)	2025 Dates	Day & Time	Market Days (2024)	Average Daily Customers (2024)	Total Annual Customers (2024)	Vendor Count (2024)
PLATINUM: \$1,000 per market date							
Dupont <i>year-round market</i>	Ward 2	Jan. 5 - Dec. 28	Sunday 8:30am - 1:30pm	52	5,222	266,311	87
GOLD: \$500 per market date							
Arlington <i>year-round market</i>	Arlington County	Jan. 4 - Dec. 27	Saturday 8am - 12pm (Winter: 9am - 12pm)	52	1,266	65,810	54
Downtown Silver Spring <i>year-round market</i>	Montgomery County	Jan. 4 - Dec. 27	Saturday 9am - 1pm (Winter: 10am - 1pm)	52	2,321	120,689	53
Mosaic <i>year-round market</i>	Fairfax County	Jan. 5 - Dec. 28	Sunday 9am - 2pm (Winter: 10am - 2pm)	52	2,895	144,761	65
SILVER: \$250 per market date							
Ballston	Arlington County	Apr. 3 - Nov. 20	Thursday 3pm - 7pm	34	979	16,872	21
By the White House	Ward 2	Apr. 3 - Nov. 20	Thursday 11am - 2pm	34	1,120	36,967	29
CityCenterDC <i>*not available for sponsorship</i>	Ward 2	May 6 - Oct. 28	Tuesday 11am - 2pm	26	1,527	20,211	18
Cleveland Park	Ward 3	Apr. 5 - Dec. 20	Saturday 9am - 1pm	38	297	10,677	16
Columbia Heights (Saturday) <i>year-round market</i>	Ward 1	Jan. 4 - Dec. 27	Saturday 9am - 1pm (Winter: 10am - 1pm)	52	352	15,481	18
Columbia Heights (Wednesday)	Ward 1	May 7 - Nov. 26	Wednesday 3pm - 7pm	31	262	7,871	6
Foggy Bottom <i>year-round market</i>	Ward 2	Jan. 8 - Dec. 17	Wednesday 3pm - 7pm (Winter: 2pm - 6pm)	51	557	28,404	16
H Street NE <i>year-round market</i>	Ward 6	Jan. 4 - Dec. 27	Saturday 9am - 12:30pm	39	493	19,239	16
Monroe Street <i>year-round market</i>	Ward 5	Jan. 4 - Dec. 27	Saturday 9am - 1pm (Winter: 10am - 1pm)	52	638	31,906	24
Mount Vernon Triangle <i>year-round market</i>	Ward 6	Jan. 4 - Dec. 27	Saturday 9am - 1pm	52	560	27,982	29
Oakton <i>year-round market</i>	Fairfax County	Jan. 4 - Dec. 27	Saturday 9am - 1pm	52	132	6,721	11
Reston <i>year-round market</i>	Fairfax County	Jan. 8 - Dec. 17	Wednesday 3pm - 7pm (Winter: 2pm - 6pm)	51	299	15,253	30
Rosslyn	Arlington County	May 7 - Oct. 29	Wednesday 3pm - 7pm	27	286	4,069	7
Union Market District	Ward 5	Apr. 6 - Dec. 21	Saturday 10am - 2pm	51	116	4,184	15
Uptown	Ward 4	Apr. 5 - Nov. 22	Saturday 9am - 1pm	34	343	11,672	11
BRONZE: \$100 per market date							
Anacostia Community Museum Farm Stand <i>*not available for sponsorship</i>	Ward 8	Apr. 19 - Nov. 22	Saturday 10am - 2pm	32	41	1,109	1
Cesar Chavez Farm Stand	Ward 7	Jun. 7 - Nov. 22	Saturday 9am - 1pm	26	59	1,480	1
Kenilworth Rec Center Farm Stand	Ward 7	Jun. 7 - Nov. 22	Saturday 9am - 1pm	26	42	1,088	1
Minnesota Ave. Farm Stand	Ward 7	Jun. 5 - Nov. 20	Thursday 1pm - 4pm	25	92	1,939	1
Simon Elementary Farm Stand <i>*not available for sponsorship</i>	Ward 8	May 1 - Nov. 20	Thursday 2:30pm-4:30pm	19	26	145	1
THEARC Farm Stand	Ward 8	Jun. 7 - Nov. 22	Saturday 10am - 2pm	26	23	434	1
Whittier Elementary Farm Stand <i>*not available for sponsorship</i>	Ward 4	May 6 - Nov. 25	Tuesday 3pm-6pm	30	58	1,668	1