



Too many of our neighbors in D.C., Maryland, and Virginia struggle to access fresh food — especially during the holidays. Each November, FRESHFARM's FRESH Food Drive helps provide hundreds of families with everything they need for a nutritious Thanksgiving dinner. All year-round, FRESHFARM's food access and education programs help children, families, and seniors buy and enjoy fresh local food, regardless of income level.

Your sponsorship of the 2025 FRESH Food Drive will underwrite the costs of the FRESH Food Drive, including activities at our 26 farmers markets and farm stands and outreach to thousands of shoppers and supporters across multiple digital channels; and help us meet the need of community food recovery partners for fresh fruits, vegetables, and turkeys for the families they serve during the holiday season and beyond.

\$10,000 - Harvest Sponsor



Market Visibility

Sponsor name/logo displayed on signage at FRESHFARM markets throughout November for FRESH food drive



Instagram Recognition

Promote your organization to our Instagram audience of **36,100 followers**

- One (1) dedicated Instagram post about your organization's support of the FRESH Food Drive
- One (1) dedicated Instagram story about your organization's support of the FRESH Food Drive



FRESH Food Drive Email Campaigns Recognition

Sponsors will be highlighted in FRESHFARM's email solicitations for the Thanksgiving FRESH Food Drive, reaching thousands of engaged supporters across the DMV



E-newsletter Recognition

Promote your brand to our email audience of **13,500 subscribers** with a 50-word paragraph in two (2) of FRESHFARM's "Market Basket" weekly farmers market newsletters



Website Recognition

Organization name and logo featured on the FRESH Food Drive webpage



\$5,000 - Turkey Sponsor



Instagram Recognition

Promote your organization to our Instagram audience of **36,100 followers**

- Two (2) dedicated Instagram stories about your organization's support of the FRESH Food Drive



E-newsletter Recognition

Promote your brand to our email audience of **13,500 subscribers** with a 50-word paragraph in two (2) of FRESHFARM's "Market Basket" weekly farmers market newsletters



FRESH Food Drive Email Campaigns Recognition

Sponsors will be highlighted in FRESHFARM's email solicitations for the Thanksgiving FRESH Food Drive, reaching thousands of engaged supporters across the DMV



Website Recognition

Organization name and logo featured on the FRESH Food Drive webpage





\$2,000 Pumpkin Sponsor



Instagram Recognition

Promote your organization to our Instagram audience of **36,100 followers**

- One (1) dedicated Instagram stories about your organization's support of the FRESH Food Drive



FRESH Food Drive Email Campaigns Recognition

Sponsors will be highlighted in FRESHFARM's email solicitations for the Thanksgiving FRESH Food Drive, reaching thousands of engaged supporters across the DMV



Website Recognition

Organization name and logo featured on the FRESH Food Drive webpage



\$1,000 Apple Sponsor



FRESH Food Drive Email Campaigns Recognition

Sponsors will be highlighted in FRESHFARM's email solicitations for the Thanksgiving FRESH Food Drive, reaching thousands of engaged supporters across the DMV



Website Recognition

Organization name and logo featured on the FRESH Food Drive webpage



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

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