



FRESHFARM

nourishing our food future

2023 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 25 markets and farm stands in Washington, DC, Maryland, and Virginia. Our markets welcome nearly 800,000 visitors each year and represent \$24 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
- Private / for-profit schools
- 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.
- Once Market Sponsor is approved, the FRESHFARM team will follow up to schedule market dates. 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).

- 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.
- FRESHFARM is a rain, shine, or snow organization and makes every effort to keep our markets open in inclement weather if our farmers & producers would like to attend. 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.

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 with FRESHFARM? We welcome the opportunity to hear about your promotional and outreach goals so we can develop custom offerings to connect you with the FRESHFARM brand and audience. Email development@freshfarm.org to discuss the opportunity that is right for you.

2023 FRESHFARM Market Sponsorship Opportunities

Market	Location (Ward, County)	2023 Dates	Day & Time	Market Days (2022)	Customer Average (2022)	Annual Customer Count (2022)
PLATINUM: \$1,000 per market date						
Dupont <i>year-round market</i>	Ward 2	Jan. 1 - Dec. 31	Sunday 8:30am - 1:30pm	51	6,455	322,753
GOLD: \$500 per market date						
Arlington <i>year-round market</i>	Arlington County	Jan. 7 - Dec. 30	Saturday 8am - 12pm (Winter: 9am - 12pm)	52	1,308	66,696
Downtown Silver Spring <i>year-round market</i>	Montgomery County	Jan. 7 - Dec. 30	Saturday 9am - 1pm (Winter: 10am - 1pm)	52	1,757	91,381
Mosaic <i>year-round market</i>	Fairfax County	Jan. 8 - Dec. 31	Sunday 9am - 2pm (Winter: 10am - 2pm)	49	1,855	90,907
SILVER: \$250 per market date						
Ballston	Arlington County	Apr. 6 - Nov. 16	Thursday 3pm - 7pm	33	350	11,558
By the White House	Ward 2	Apr. 6 - Nov. 16	Thursday 11am - 2pm	29	412	11,936
Cleveland Park	Ward 3	May 13 - Dec. 16	Saturday 9am - 1pm	32	n/a	n/a
Columbia Heights (Saturday) <i>year-round market</i>	Ward 1	Jan. 7 - Dec. 30	Saturday 9am - 1pm (Winter: 10am - 1pm)	49	591	24,815
Columbia Heights (Wednesday)	Ward 1	May 3 - Nov. 22	Wednesday 3pm - 7pm	28	302	7,243
Foggy Bottom <i>year-round market</i>	Ward 2	Jan. 4 - Dec. 27	Wednesday 3pm - 7pm (Winter: 2pm - 6pm)	39	369	14,006
H Street NE	Ward 6	Apr. 1 - Dec. 23	Saturday 9am - 12:30pm	38	358	13,609
Monroe Street <i>year-round market</i>	Ward 5	Jan. 7 - Dec. 30	Saturday 9am - 1pm (Winter: 10am - 1pm)	49	763	36,611
Mount Vernon Triangle <i>year-round market</i>	Ward 6	Jan. 7 - Dec. 30	Saturday 9am - 1pm	50	427	20,061
Oakton <i>year-round market</i>	Fairfax County	Jan. 7 - Dec. 30	Saturday 9am - 1pm	51	195	9,159
Penn Quarter	Ward 2	Apr. 6 - Nov. 9	Thursday 3pm - 7pm	33	223	6,921
Petworth	Ward 4	May 6 - Oct. 28	Saturday 9am - 1pm	23	534	10,686
Reston <i>year-round market</i>	Fairfax County	Jan. 4 - Dec. 27	Wednesday 3pm - 7pm (Winter: 2pm - 6pm)	52	259	12,926
Uptown	Ward 4	May 6 - Oct. 28	Saturday 9am - 1pm	29	343	8,241
BRONZE: \$100 per market date						
Rosslyn	Arlington County	May 3 - Oct. 25	Wednesday 3pm - 7pm	26	78	2,103
Anacostia Community Museum Farm Stand	Ward 8	Apr. 22 - Nov. 18	Saturday 10am - 2pm	NEW	new market	new market
Cesar Chavez Farm Stand	Ward 7	Jun. 3 - Nov. 18	Saturday 9am - 1pm	25	n/a	n/a
Kenilworth Rec Center Farm Stand	Ward 7	Jun. 3 - Nov. 18	Saturday 9am - 1pm	25	n/a	n/a
Minnesota Ave. Farm Stand	Ward 7	Jun. 1 - Nov. 16	Thursday 1pm - 4pm	26	n/a	n/a