



Portland Farmers Market Sponsorship Opportunities 2017

January 2017

Portland Farmers Market is quintessential Portland! Frequently ranked in the top ten best farmers markets in the world, Portland Farmers Market offers you association with one of the most respected and well-loved organizations working to support Oregon's family farmers and food artisans while promoting healthy lifestyles for our community. Please join us!

Alignment with a Local Lifestyle

Known for quality and authenticity, alignment with PFM brings you face to face with Oregonians and visitors who care about farm fresh food, health living and community, and with people who value supporting the local food economy.

Who You Will Reach

PFM has seven farmers market with events, advertising and a robust digital media presence. Sponsors have broad access to our shoppers:

- Face-to-face with up to 700,000 shoppers annually
- Weekly year-round presence
- Wide demographic of mostly locals and some tourists
- Up to 75,000 followers on various digital media platforms
- Shopper demographics lean slightly female, higher income, higher education with a lifestyle of health and sustainability

Why Portland Farmers Market is Unique

We know you have choices; here is why we'd like you to sponsor us:

- You can have regular face-to-face interaction with like-minded shoppers
- We are recognized as a local food system leader locally, nationally and around the globe
- Your sponsorship never stops. We promote our markets and you, year round.
- Our digital and social media reach is highly interactive and consistently growing
- In 2017 our messaging will center on reducing food waste, a topic of trending interest

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Portland Farmers Market Sponsor Packages

Cornucopia - \$30,000*

- Welcomed and highlighted at all special events or promotions at markets and at community-hosted events where PFM is present
- Logo placement on all signage; general print and digital media
- Large banner with your message at all seven markets, seasonal and year round
- Logo and blurb included in press materials
- Face-to-face interaction with shoppers, regularly at markets of your choice and year round, maximum number of opportunities
- Digital media features about sponsor's business and regular shared postings
- Special event venue to promote sponsor's products or other meaningful occasion
- Acknowledged in all advertising, as available
- Co-branding of quality for-sale or give away items

*At this level, we work with you, to customize the sponsorship to meet your goals. Timing of sponsor agreement may affect logo appearance on print materials.

Bounty - \$20,000*

- Welcomed and mentioned at key market events
- Logo placement on most print and digital media
- Large banner with your message at all seven markets
- Logo included in press materials
- Face-to-face interaction with shoppers, regularly at markets of your choice and year round – or – a special event to promote sponsor's products or other meaningful occasion
- Digital media features about your business and shared posting
- Special event venue to promote your products or other meaningful occasion

*At this level, we work with you, to customize the sponsorship to meet your goals. Timing of sponsor agreement may affect logo appearance on print materials.

Abundance - \$15,000

- Mention during market events
- Face-to-face interaction with shoppers up to 12 total visits, seasonal or year round options – or – a special event to promote sponsor's products or other meaningful occasion
- Digital media features about your business and shared posting exchange
- Logo placement on some print and digital media related to market visits
- Banner with your message at some markets

Plenty - \$7,000 - \$5,000

Each of our neighborhood markets welcomes a dedicated supporter. Sponsors would select one or more locations available.

- Highlighted during special events and programs at specific market
- Face-to-face interaction with shoppers regularly during market's season
- Large banner signage with your message at specific market
- Digital media feature about your business, logo on related print and digital materials

Portland Farmers Market Specific Event Sponsor Packages

Chef in the Market - \$15,000

Host local chefs at our PSU market weekly event June through October.

- Face-to-face interaction with shoppers weekly during event season
- Year-round signage with logo promoting the summer event
- Logo on all advertising and materials related to event
- Opportunity for presentation along with guest chef
- Opportunity for selected branded ingredients/items to be demonstrated by chefs
- Digital media features about your business and shared posting exchange

Children's Events - \$7,000 - \$5,000

Host *Kids Cook at the Market* at PSU and *Play Zone* at three neighborhood markets, June through September.

- Face-to-face interaction with shoppers at least monthly during event season
- Season-long signage with your message at specific markets
- Logo on all advertising and materials related to event
- Opportunity for presentation weekly along with *Kids Cook at the Market* and/or *Play Zone*
- Opportunity for branded ingredients/items to be included with kids events
- Digital media features about your business, promotion of the event and shared posting exchange

PFM Program Events - \$3,000

A variety of single or short series events such as seasonal tastings, food preservation, health education, durable dining and pumpkin carving, bingo for seniors occur throughout the year.

- Face-to-face interaction with shoppers during event
- Logo on all advertising and materials related to sponsored event
- Opportunity for presentation along with event
- Opportunity for branded ingredients/items to be included with event
- Digital media features about your business, promotion of the event and shared posting exchange

Single Day Market Booth - \$5,000 - \$500

An opportunity for your company to shine. Create a space at the market to promote your brand and your advertising partners' brands. This is a customized day with details to meet your needs. Pricing available upon request, ranges from about \$5,000 for a 10x10 space at the PSU market to \$500 at other markets. Call us to arrange a successful marketing event for your company.