



SPONSORSHIP OPPORTUNITIES 2019

Portland Farmers Market is quintessential Portland!

Portland is ranked nationally as a top food town where the abundance of fresh local ingredients paired with inventive culinary talents makes an unbeatable combination for food lovers. And without a doubt, one of the top foodie experiences in Portland includes a visit to the Portland Farmers Market, where local growers, cheese makers, bakers, flower growers, food artisans and craft beverage producers all come together to create a vibrant marketplace experience featuring the freshest of the Pacific Northwest

Frequently ranked in the top ten best farmers markets in the world, Portland Farmers Market (PFM) offers you association with a well-respected organization working tirelessly to support family farmers and food artisans while promoting healthy lifestyles for our community.

PFM operates five farmers markets in the Portland Metro area, connecting farmers and vendors with shoppers throughout the city. A leader in local food systems – locally, nationally, and around the globe – Portland Farmers Market is top-notch organization and an outstanding partner for businesses looking to connect with the Portland community in a meaningful way.

Please join us!

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TOP REASONS TO BECOME A PFM SPONSOR

1. **ALIGN** with a local lifestyle, and values that support family farmers, food artisans, sustainability and health.
2. **LAUNCH** a new product or a promotion and gather new customer leads at one of Portland's top consumer events.
3. **ENGAGE** with customers face-to-face in a relaxed, comfortable, feel-good environment.
4. **CONNECT** with a demographic that reflects higher income, higher education, healthy and sustainability lifestyle
5. **REACH** nearly 700,000 shoppers annually with your brand message at the market and through our advertising/marketing.

OUR CONSUMER REACH

- 698,000 shoppers in 2018*
- 188,000 website visitors in 2018
- 16,000 shoppers on a busy summer Saturday at our PSU location
- 32,300 Facebook friends
- 27,100 Instagram fans
- 27,100 Twitter followers
- 4,800 E-Newsletter subscribers
- 3,200 Text Message subscribers

*Based on customer counts conducted at all markets

OUR CUSTOMER PROFILE

For our flagship market at PSU, our customer profile* is:

- **Gender:** Leans female (64%)
- **Age:** largest age group 35-44
- **Income:** 46% between \$60 to \$125k annually
- **Occupations:** professional/technical, self-employed, homemaker, white collar
- **Consumer style:** premium brands, healthy, sustainable

*Data collected from our 2017 shopper survey and 2018 social media stats and Google Analytics.

SPONSOR PACKAGES

All sponsor programs can be customized to meet your specific marketing objectives and budget, but the following gives an overview of sponsor benefits and opportunities.

Presenting Sponsor - \$25,000

Sponsor the Portland Farmers for an entire year with a high-impact program that can be fully customized to meet your marketing needs. Promotion includes the highest level of visibility at our markets and through our marketing platforms, including:

- Opportunity for face-to-face interaction with thousands of shoppers at one or more of our weekly markets
- Your ad on the PFM website on a high traffic page
- Featured logo and link on home page of website for one year
- Featured logo and link on sponsor page of website for one year
- On-site visibility at all five markets with your banner every week
- Logo placement on all PFM market ads and print materials
- Promotion on PFM social media platforms with paid boost
- Sponsor promotion in PFM e-newsletter
- Sponsor mention at all special events held at the markets

Annual Sponsor - \$15,000

Sponsor the Portland Farmers Market at PSU for the season with a high-impact program that can be fully customized to meet your marketing needs. Promotion as a sponsor includes high level visibility at our markets and through our marketing platforms, including:

- Opportunity for face-to-face interaction with thousands of shoppers at one or more of our weekly markets
- Your ad on the PFM website
- Featured logo and link on home page of website for one year
- Featured logo and link on sponsor page of website for one year
- On-site visibility at all five markets with your banner every week
- Logo on select marketing materials
- Sponsor promotion in PFM e-newsletter
- Promotion on PFM social media platforms
- Sponsor mention at select special events held at the markets

Neighborhood Market Sponsor - \$5,000 to \$10,000

Sponsor one of our neighborhood markets for the season.

- Feature about your business/ logo on print and digital materials for market
- Opportunity for face-to-face interaction with thousands of shoppers at market
- On-site visibility with your banner at market
- Sponsor promotion in PFM e-newsletter
- Promotion on PFM social media platforms
- Sponsor mention at select special events held at the market

SEASONAL PROGRAMS / EVENT SPONSORS

Each of our markets have their own personalities driven by their location and shopper base. We host events specific for those audiences at select markets throughout the season, and as a program/event sponsor, you have the opportunity for focused marketing in association with this component.

CHEF IN THE MARKET - \$10,000 (SOLD for 2019)

Be the exclusive sponsor of our very popular Chef in the Market series, which runs weekly June thru October, at the PSU market.

- Logo on banner at the market promoting Chef in the Market
- Logo on promotional fliers and recipe cards related to program, distributed at all five markets
- Opportunity to be the MC/host along with guest chef at select event(s)
- Opportunity for selected branded ingredients/promotional items to be demonstrated by chefs/distributed, if applicable
- Opportunity for a booth or table-table promotion at PSU
- Promotion on PFM social media platforms as program sponsor
- Logo on the website on the Chef in the Market page
- Sponsor recognition in seasonal newsletter promoting program

KIDS COOK PROGRAM AT KING AND LENTS - \$5,000

- Exclusive sponsor of this very popular family activity
- Face-to-face interaction with shoppers at least monthly during event season
- Logo on promotional fliers and recipe cards for Kids Cook program, distributed at markets and neighboring schools
- Opportunity for presentation and/or co-host at select event
- Opportunity for branded ingredients/promotional items to be included with kids events, if applicable
- Promotion on PFM social media platforms as program sponsor
- Logo on the website on the Kids Cook page
- Sponsor recognition in seasonal newsletter promoting program
- Optional: Opportunity for co-branding on kids cook aprons that kids can take home, featuring PFM and your logo. Cost:

SINGLE EVENT/WORKSHOP - \$3,000 - \$5,000

Sponsor one of our single or short series events such as seasonal tastings and demonstrations, health/nutrition workshop, or Great Pumpkin event.

- 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, if applicable
- Digital media features about your business, promotion of the event and shared posting exchange

ABOUT OUR FIVE MARKETS

Portland State University Market

Saturdays, Year-Round

South Park Blocks between SW College & Montgomery

Our flagship market, under the canopy of giant elms trees on the campus of Portland State University, welcomes close to 10,000 shoppers each week. Local residents and chefs along with tourists from around the world, flock to the market to browse at the 150 vendor stalls, and enjoy live music and cooking demonstrations. It's the "must do" Saturday Portland experience.

Shopper Counts: 482,00 annually; 9,500 weekly average

Shopper Profile: Shoppers from throughout the region, state, nation and globe; a broad range of age and ethnicity, families, singles and visitors

Programs: Live music, 1 chef demos, product sampling, holiday events

Primary Zip Codes: 97201, 97205, 97204, 97209, 97210, 97221, 97239, 97232, 97214, 97202

Shemanski Park Farmers Market

Wednesdays, May thru November

SW Park & SW Salmon

Located in the downtown Cultural District, just three blocks from Pioneer Courthouse Square, the market buzzes with downtown workers, local residents, visiting tourists, neighboring school teachers with little locavores, and culinary students and chefs shopping for produce for the night's dinner specials. A popular lunch destination, this market features 40 vendor stalls filled with farm-fresh and locally-made foods under a lush green canopy of trees.

Shopper Counts: 80,000 annually; 2,700 weekly average

Shopper Profile: Mix of age and ethnicity, downtown workers and residents, tourists and chefs

Primary Zip Codes: 97205, 97201, 97204, 97209, 97210, 97221, 97239, 97232, 97214, 97202

Kenton Farmers Market

Wednesday evenings, June thru September

N McClellan & N Denver

Located in the heart of the historic Kenton neighborhood in North Portland, this market features 20 vendor stalls, live musical entertainment, and a festive, street-fair atmosphere in the midst of this growing business district. Proximity to a MAX station and plenty of nearby parking, make this midweek evening market a lively and convenient destination for fresh, local food.

Shopper Counts: 9,500 annually; 560 weekly average
Shopper Profile: Local residents, families with children, lower income households
Programs: Activities for kids, recipe sampling, music
Primary Zip Codes: 97211, 97217, 97227, 97212

King Farmers Market

Sundays, May thru November

NE 7th Avenue at Wygant Street

Located in Northeast Portland, one block south of the vibrant Alberta Arts District, and adjacent to King School Park, the King Market has become a family-centric Sunday destination for the neighborhood. Shoppers find nearly 40 farmers and food vendors, live music, food demos and Kids Cook at this thriving market.

Shopper Counts: 46,500 annually; 1,550 weekly average
Shopper Profile: Area residents, families with children, young singles
Programs: Activities for kids, recipe sampling, music
Primary Zip Codes: 97211, 97217, 97227, 97212

Lents International Farmers Market

Sundays, June thru November

SE 92nd and Reedway, between Foster and Harold

Portland's only internationally focused market, the Lents Market provides fresh, affordable, and culturally unique produce to the diverse Lents community and offers farm-direct sales opportunities for immigrant, emerging farmers, and new business owners. The market features 22 vendors offering a wide variety of fresh produce along with read-to-eat foods and artisan treats.

Shopper Counts: 23,000 annually; 900 weekly average
Shopper Profile: Broad ethnic and age mix, families with children
Programs: Activities for kids, recipe sampling, live music
Primary Zip Codes: 97226, 97206, 97236, 97086