



SPONSORSHIP OPPORTUNITIES 2021

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** more than a half million shoppers annually with your brand message at the market and through our advertising/marketing.

OUR CONSUMER REACH

- Up to 650,000 shoppers annually*
- 166,000 website visitors in 2019
- 12,000 shoppers on a busy summer Saturday at our PSU location
- 36,200+ Facebook friends
- 32,400+ Instagram fans
- 27,500+ Twitter followers
- 5,600+ E-Newsletter subscribers
- 3,500+ Text Message subscribers

*Based on customer counts conducted at all five markets over past few years.

OUR CUSTOMER PROFILE

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

- **Gender:** Leans female (62%)
- **Age:** 25-34 (38%); 35-44 (23%)
- **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 shopper surveys and 2019 Google Analytics.

SPONSOR OPPORTUNITIES

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

(Events may not run in 2021 until COVID restrictions are lifted)

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

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

(In 2020 shopper counts were a lot lower at PSU and Shemanski Park due to fewer tourists and closure of restaurants and business districts. Neighborhood markets were about the same as in past years.)

Portland State University Market

Saturdays, Year-Round

South Park Blocks between SW College & Montgomery

9 a.m. to 2 p.m. (Nov thru March)

8:30 a.m. to 2 p.m. (April thru Oct)

Our flagship market, under the canopy of giant elms trees on the campus of Portland State University, welcomes as many as 12,000 shoppers on a summer Saturday. Portland area residents and chefs, along with visitors from around the world, flock to the market to browse as many as 130 vendor stalls, and enjoy live music and cooking demonstrations. It's the "must do" Saturday Portland experience.

Shopper Counts: 400,000 to 500,000 annually; 8,500 est. weekly average with a range of 5,000 to 17,000 depending on season and weather conditions

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, chef demos, product sampling, special events

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

Shemanski Park Farmers Market

Wednesdays, May thru October

Plus Harvest Market before Thanksgiving

SW Park & SW Salmon in Downtown Portland

10 a.m. to 2 p.m.

Located in Portland's 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 as many as 33 vendors, selling 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 in North Portland

3 p.m. to 7 p.m.

Located in the heart of the historic Kenton neighborhood in North Portland, this market features 12 vendors, live musical entertainment, kids activities, food demos, 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: 10,500 annually; 620 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 in Northeast Portland

10 a.m. to 2 p.m.

Located 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 up to 28 farmers and food booths, live music, food demos and Kids Cook at this thriving market.

Shopper Counts: 42,500 annually; 1,400 weekly average

Shopper Profile: Area residents, families with children, young singles

Programs: Music, recipe sampling

Primary Zip Codes: 97211, 97217, 97227, 97212

Lents International Farmers Market

Sundays, June thru November

SE 92nd and Reedway in Southeast Portland

9 a.m. to 2 p.m.

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 12 vendors offering a wide variety of fresh produce along with read-to-eat foods and artisan treats.

Shopper Counts: 18,500 annually; 700 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