







*Launching a new product?*

*Gathering leads for a program or project?*

*Want to host an interactive customer promotion?*

**Become a Portland Farmers Market Exhibitor!**

Portland Farmers Market (PFM) provides outstanding opportunities for businesses to connect with the Portland community in a meaningful way. Frequently ranked in the world's top ten best farmers markets, PFM offers an association with a well-respected organization working tirelessly to support family farmers and food artisans while promoting healthy lifestyles for our community.

Without a doubt, one of the top foodie experiences in Portland includes a visit to PFM, where local farmers and ranchers, 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.

PFM operates five farmers markets in the Portland Metro area, connecting farmers and vendors with shoppers throughout the city. Our flagship market at Portland State University (PSU) enjoys an average of 7,800 customers weekly, with as many as 10,000 on a summer day.

We welcome special exhibitors (single-day or limited engagement) that complement our vendor mix, enhance the overall shopper experience and align with the values of PFM.

In exchange, we offer an unparalleled opportunity for face-to-face engagement, product sampling and lead generation for brands/businesses seeking to connect with our audience.

**Let's discuss and see if we're a good fit!**

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# TOP REASONS TO EXHIBIT PORTLAND FARMERS MARKET

**REACH** more than half a million visitors annually at our five vibrant farmers markets, and through our robust online presence.

**PROMOTE** your company's commitment to quality, local economy, community, and/or sustainability.

**ENGAGE** with customers face-to-face in a relaxed, comfortable, feel-good environment.

**LAUNCH** a new product or promotional campaign, and gather new customer leads at one of Portland's top consumer events.

**CONNECT** with shoppers aligned with your business values and target demographics.

**SUPPORT** a highly regarded nonprofit providing essential services and vibrant gathering spaces for local food producers and the community at large.

## OUR AUDIENCE

### 2024 DIGITAL REACH



**295K unique website visitors**

Ages: 25-34 (28%) & 35-44 (24%)



**44.4K Instagram followers**

*Micro Influencer*

Reached 187K unique IG followers & users



**37.6K Facebook followers**

Reached 169K unique FB followers & users

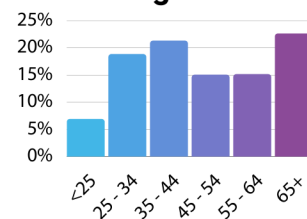


**7.4K Email subscribers**

Average 61.3% email open rate

### SHOPPER INFO

**Ages\***



**Consumer Style\***

Health, sustainability, community,  
farm-fresh foods, supporting  
small businesses & local economy

**Geography\***

Portland Metro Area residents, visitors from  
around the country and around the world

\*Based on data collected in shopper surveys conducted at our five markets.

## FLAGSHIP MARKET



### PSU Farmers Market

*Saturdays in Downtown Portland, Year-Round*

Our year-round flagship market, under the canopy of giant elm trees on the campus of Portland State University, welcomes up to 10,000 shoppers on a summer Saturday.

Portland-area residents and chefs, along with visitors from around the world, can browse over 100 vendor stalls.

## MID-SIZED MARKETS



### King Farmers Market

*Sundays in Northeast Portland, May through November*

Situated one block south of the vibrant Alberta Arts District and adjacent to King School Park, this market has become a family-centric Sunday destination for the neighborhood. Shoppers can find up to 32 farmers and food producer vendors.



### Shemanski Park Farmers Market

*Wednesdays in Downtown Portland, May through October*

Located in Portland's South Blocks, this market is a popular lunch destination that features an average of 30 vendors, selling farm-fresh and locally-made foods under a lush green canopy of trees.

## SMALL MARKETS



### Kenton Farmers Market

*Wednesdays in North Portland, June through September*

Located in the heart of the historic Kenton neighborhood in North Portland, this lively market features multiple vendors, live musical entertainment, kids' activities, and a festive, street-fair atmosphere.



### Lents International Farmers Market

*Sundays in Southeast Portland, June through November*

This market provides fresh, local, and culturally relevant produce to the diverse community of Lents. There is an average of 12 vendors offering a wide variety of fruits & vegetables along with ready-to-eat food and artisanal treats.



# EXHIBITOR OPPORTUNITIES

As a guest exhibitor, your company has the opportunity to shine at our flagship market on the dynamic campus of Portland State University or at one of our four vibrant neighborhood markets.

**Pricing ranges from \$300 to \$5,000 depending on the your company size, season and location. Opportunities can be customized for each exhibitor, based on your space size/footprint and logistical requirements. Discounts for multi-date packages are available.**

In addition to the promotional booth, digital promotion and other assets can be added to your package for an additional investment.

## FLAGSHIP MARKET

Pricing ranges from \$1,250 to \$3,600.

At-market benefits can include:	Digital benefits can include:
On-site announcement and banner promoting your presence at the market	Social media promotion
Your branded collateral available to shoppers at our market booth	Mention of your exhibit day in our monthly newsletter
Opportunity to exhibit at both PSU and one of our neighborhood markets	Banner ad with link on high-traffic page of PFM's website

## MID-SIZED MARKETS

Pricing ranges from \$600 to \$1,350.

At-market benefits can include:	Digital benefits can include:
On-site announcement and banner promoting your presence at the market	Social media promotion
Your branded collateral available to shoppers at our market booth	Mention of your exhibit day in our monthly newsletter

## SMALL MARKETS

Pricing ranges from \$360 to \$810

At-market benefits can include:	Digital benefits can include:
On-site announcement and banner promoting your presence at the market	Social media promotion

We also offer sponsorship opportunities at our markets.  
For more info, visit the [SPONSORSHIP](#) page on our website.