





Portland Farmers Market is quintessential Portland!

Portland is rated 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 offers you association with a well-respected organization working tirelessly to support family farmers and food artisans while promoting healthy lifestyles for our community.

Portland Farmers Market 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 a 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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PAST & CURRENT SPONSORS



TOP REASONS TO SPONSOR 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

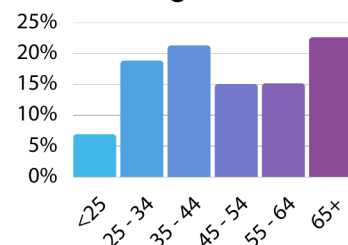


7.4K Email subscribers

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.



Portland State University Farmers Market

Saturdays, Year Round

9 am - 2 pm, November thru March

8:30 am - 2 pm, April thru October

SW College & Montgomery

Downtown Portland

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, visit to the market to browse as many as 110 vendor stalls. It's the "must do" Saturday Portland experience.

Shopper Counts

400,000 to 500,000 annually;

7,800 est. weekly average

with a range of 5,000 to 9,000, depending on season and weather conditions.

Shopper Profile

Broad range of age and ethnicity, families, singles and visitors from throughout the region, state, nation and globe.

Programs

Product sampling and special events

Primary Zip Codes

97201, 97205, 97204, 97209, 97210, 97221, 97239, 97232, 97214, 97202





Shemanski Park Farmers Market

Wednesdays, 10 am - 2 pm

May 1 thru October 30, 2024

Harvest Festival - November 27, 2024

SW Park & Salmon

Downtown Portland

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

Shopper Counts

50,000 annually; 2,000 weekly average

Shopper Profile

Downtown workers, area residents, tourists, and local chefs

Primary Zip Codes

97205, 97201, 97204, 97209, 97210, 97221, 97239, 97232, 97214, 97202



King Farmers Market

Sundays, 10 am - 2pm

May 5 thru November 24, 2024

NE 7th & Wygant Street

Northeast Portland

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 farmer and food booths.

Shopper Counts

55,000 annually; 2,000 weekly average

Shopper Profile

Area residents, families with children and young singles

Programs

Live music, kids' activities and product sampling

Primary Zip Codes

97211, 97217, 97227, 97212



Kenton Farmers Market

Wednesdays, 3 pm - 7 pm

June 5 thru September 25, 2024

N McClellan & Denver

North Portland

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

Shopper Counts

13,500 annually; 800 weekly average

Shopper Profile

Local residents and families with children

Programs

Live music, kids' activities and product sampling

Primary Zip Codes

97211, 97217, 97227, 97212



Lents International Farmers Market

Sundays, 9 am - 2 pm

June 2 thru November 24, 2024

SE 92nd & Reedway

Southeast Portland

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

Shopper Counts

9,000 annually; 700 weekly average

Shopper Profile

Broad ethnic & age mix and families with children

Programs

Kids' activities

Primary Zip Codes

97226, 97206, 97236, 97086

SPONSORSHIP OPPORTUNITIES

Through vibrant events and robust digital media, we connect with thousands of shoppers every week... and you can, too! The following gives an overview of sponsor benefits and opportunities. All sponsorship packages can be customized to meet your specific marketing objectives and budget.

NEIGHBORHOOD SPONSOR

Sponsor one of our four neighborhood markets - King, Shemanski Park, Lents International or Kenton! Investment ranges \$4,000-\$8,000 depending on market size.

At market benefits can include:	Digital benefits can include:
On-site visibility with banner at sponsored market every week	Logo display with link on a market-specific webpage on PFM's website
Promotional booth at up to six market days throughout the season	One social media post with sponsor link
Sponsor mention at select special events held at the market	Logo display with link in market-specific newsletter, if applicable

ANNUAL SPONSOR

Sponsor our flagship market and up to four neighborhood markets for an investment of \$15,000.

At market benefits can include:	Digital benefits can include:
On-site visibility with banner at high-visibility location at your choice of markets for the entire year	Logo display with link on PFM website home page and sponsor page
Promotional booth at up to TWELVE market days throughout the season (multiple locations)	Two social media promotions with sponsor logo and link
Opportunity to distribute collateral at market info booths	Logo display with link in monthly newsletter

PRESENTING SPONSOR

The best of the best. We offer only one of these exclusive, high-value sponsorships per year for an investment of \$25,000.

At market benefits can include:	Digital benefits can include:
Everything included in Annual Sponsorship, PLUS:	Everything included in Annual Sponsorship, PLUS:
Promotional booth at up to TWENTY market days throughout the season (multiple locations)	Banner ad with link on high-traffic page of PFM's website
Sponsor mention at ALL special events held across our 5 markets	Most prominent logo display in monthly newsletter and on sponsor page
Opportunity to host a special event at the market	Up to SIX social media posts, including one special at-market 'sponsor spotlight' video

We also offer single-day exhibitor opportunities at our markets. For more info, please view our [EXHIBITOR PACKET](#).