





## 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. Without a doubt, one of the top foodie experiences in Portland includes a visit to the Portland Farmers Market, where local food & flower growers, ranchers, fishers, foragers, bakers, food artisans and craft beverages 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 small food business owners 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!

**Katy Kolker**

**Executive Director**

[katy@portlandfarmersmarket.org](mailto:katy@portlandfarmersmarket.org)

## 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 sustainability.

**ENGAGE** with shoppers 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 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

### 2025 DIGITAL REACH



176K unique website users



50.1K Instagram followers

*Micro Influencer*

Reached 240K unique IG users



36.1K Facebook followers

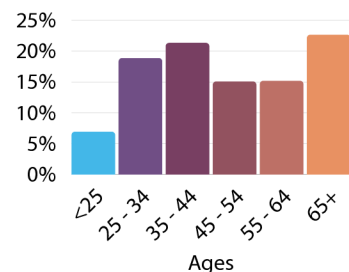
Reached 316K unique FB users



9.1K Email subscribers

Average 34% email open rate  
and 7% click through rate

### SHOPPER INFO



#### Consumer Style

Health, sustainability, community,  
farm-fresh foods, supporting  
small farm food 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, January 3 - March 29, 2026

8:30 am - 2 pm, April 5 - October 25, 2026

SW College & Montgomery

Downtown Portland



Our year-round flagship market on the campus of Portland State University, welcomes up to 9,000 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 120 vendor stalls.



### **Shopper Counts**

350,000 annually;

7,000 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, neighbors, college students, families, tourists from throughout state, nation and globe



### **Programs**

Double Up Food Bucks, partner incubator booths, 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 6 - October 29, 2026

Harvest Market - November 26, 2026

SW Park Avenue & Main Street

Downtown Portland

Located in Portland's South Park Blocks, this market is a popular destination for lunch and grocery shopping. It features over 24 vendors, selling farm-fresh produce and locally-made foods under a lush green canopy of trees.

### Shopper Counts

55,000 annually; 2,000 weekly average

### Shopper Profile

Downtown workers, neighbors, tourists, and local chefs

### Programs

Double Up Food Bucks and specials events

### Primary Zip Codes

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



## King Farmers Market

Sundays, 10 am - 2pm

May 3 – November 22, 2026

NE 7th Avenue & Wygant Street

Northeast Portland

Situated one block south of the vibrant Alberta Arts District and adjacent to King School Park, this market is a family-centric Sunday destination. Shoppers can find up to 30 farmer and food vendors.

### Shopper Counts

67,000 annually; 2,300 weekly average

### Shopper Profile

Neighbors, families, and local chefs

### Programs

Double Up Food Bucks, SUMA, Neighbors in the Market, community group booth, and special events

### Primary Zip Codes

97211, 97217, 97227, 97212



## Kenton Farmers Market

Wednesdays, 3 pm - 7 pm

June 3 - September 30, 2026

*N McClellan Street & Denver Avenue  
North Portland*

This market features over a dozen vendors selling regionally grown produce and food with a lively street-fair atmosphere in a vibrant business district.

### **Shopper Counts**

18,500 annually; 1,100 weekly average

### **Shopper Profile**

Neighbors, area residents and families

### **Programs**

Double Up Food Bucks, special events, Shopper Loyalty program, community group booth, and live music

### **Primary Zip Codes**

97211, 97217, 97227, 97212



## Lents International Farmers Market

Sundays, 9 am - 2 pm

June 7 - November 22, 2026

*SE 92nd Avenue & Reedway Street  
Southeast Portland*

This market provides fresh, local, and culturally relevant produce to the diverse neighborhood. There is an average of 14 vendors weekly offering a variety of produce, flowers, local salmon, and artisanal food products.

### **Shopper Counts**

14,000 annually; 500 weekly average

### **Shopper Profile**

Neighbors, area residents and families

### **Programs**

Double Up Food Bucks, SUMA, special events, shopper loyalty program, community group booth, live music and kids' activities

### **Primary Zip Codes**

97226, 97206, 97236, 97086

# SPONSORSHIP OPPORTUNITIES

Through vibrant markets 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 branding with your banner placed at highly visible location at the sponsored market	Logo display with link on a market-specific webpage on PFM's website
Up to six dates of a promotional booth at the sponsored market	One social media post
Sponsor mention at select special events held at the market	Logo display with link in market-specific newsletter

## 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 branding with your banner placed at highly visible locations at our markets	Logo display with link on PFM website's home page and sponsor page
Up to 12 dates of a promotional booth at our markets	Two social media posts
Opportunity to distribute collateral at market info booths	Logo display with link in monthly newsletter

## PRESENTING SPONSOR

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:
<i>Everything included in Annual Sponsorship, PLUS:</i>	<i>Everything included in Annual Sponsorship, PLUS:</i>
Up to 12 dates of a promotional booth at our markets	Banner ad with link on high-traffic page of PFM's website
Sponsor mention at ALL special events held across our markets	Logo display in monthly newsletter and on sponsor page
Opportunity to host a special event at the market	Up to six social media posts

*We also offer single-day exhibitor opportunities at our markets.  
For more info, please view our [BECOME A MARKET SPONSOR OR EXHIBITOR](#) page on our website.*