



The Upper Merion Farmers Market is an award-winning, producer-only market conveniently located in the heart of King of Prussia. The Market aims to support the local economy, enrich the quality of life in Upper Merion, and promote public health and Pennsylvania’s sustainable agriculture.

The beautiful Nor-View Farm on 670 N. Henderson Road is now the home for the Upper Merion Farmers Market, right around the corner from the Township Building. The Farmers Market is perfectly situated in the center of Nor-View Farm, which also features farm animals, an ice cream stand, and a playground.

Every Saturday 10:00AM to 2:00PM beginning May 18th and continuing through September 28th, as well as November 2nd through the 23rd. We’re excited to announce that during the month of October, the Market will transition to Friday evenings from 6:00PM - 9:00PM.

The Upper Merion Farmers Market becomes the “Town Square” for our Upper Merion Community. Unlike other markets, the Upper Merion Farmers Market only accepts vendors from within a 100-mile radius of Upper Merion Township.

With great crowds weekly and special events throughout the season, the Upper Merion Farmers Market is a community favorite! In addition to farm fresh vegetables, locally sourced products, and artisans, there’s live music, a food truck and beer vendor at each Market!

**The Mission of the Upper Merion Farmers Market:**

- Support the local economy by providing fruits, vegetables, and other products directly to the consumer from the producer
- Enrich the quality of life in Upper Merion through community interaction in a public space
- Broaden public health and environmental benefits of sustainable agriculture in Pennsylvania

The Upper Merion Farmers Market operates under the umbrella of Upper Merion Township and is overseen by the Farmers Market Advisory Board.

**Become a Farmers Market Sponsor!**

**Sponsorship** is a great way to connect with Upper Merion residents, increase your business’ visibility, and build your brand! By being a sponsor of the Upper Merion Farmers Market, you are playing a key role in helping this local Market continue to thrive and grow.

**See the 2024 Sponsorship packages:**





# BECOME A SPONSOR!

## SEASON SPONSORSHIP (28 weeks) May 18 - November 23, 2024

BENEFIT	PLATINUM \$1,000	GOLD \$750	SILVER \$500
Music Stage Group Sponsor Banner displayed every Saturday Market – logo/name	✓ logo on top row	✓ logo	✓ name
Company Name (with click thru) listed on weekly eNewsletter (3,400 subscribers)	✓	✓	✓
Logo on Upper Merion Township’s Farmers Market webpage: <a href="https://www.umtownship.org/township-information/farmers-market/">https://www.umtownship.org/township-information/farmers-market/</a>	logo	logo	logo
Social media post with Company Logo and/or Photo (5,300 followers -- FB, IG, and Twitter)	✓ every two weeks	✓ every month	—
Digital Sponsor Ad continual rotation on Township Building and Community Center TV monitors (1920w x 1080h)	✓ 50 times/day	✓ 25 times/day	—
Logo Sponsor Group on A-Frames Display Signs at two major market entrances	✓ Logo on top row	✓ logo	—

## TITLE SPONSOR 2024 UM FARMERS MARKET – All Platinum Benefits AND Display Table 14 dates (\$1,200)

Title Sponsor Name (click-thru) in weekly eNewsletter (3,400 subscribers) and Farmers Market webpage for 2024 season (21 weeks)	✓
Music Stage Group Sponsor Banner displayed behind featured musician every Saturday Market – Logo	✓
Company Display Table - distribute promotional materials on Sponsored Market Dates (14 dates of your choice). Your business’ name included in the UMFM eNewsletter in “This Week’s Vendors” on all selected 14 market dates	✓

## GUEST VENDOR (Business Display Table) – \$60 per day

### Available for purchase throughout the regular season

Your Business’ display table. Your business’s name will be included in our e-newsletter under “This Week’s Vendors”. (Guest Vendor must be secured by Tuesday prior to upcoming Saturday.)

UMFM Special Events 2024
May 18: <b>Opening Day &amp; 15<sup>th</sup> Season Celebration</b>   June 15: <b>Summerfest</b> July 20: <b>Zucchini 500</b>   August 17: <b>Peachfest</b>   November 23: <b>Chili Cook Off</b>

## FRIEND SPONSOR – \$60 for the Season

Show your support for local community and sustainable agriculture. Your business name will be included in UMFM eNewsletter (3,400 subscribers) and on Farmers Market 2024 webpage.





# BECOME A SPONSOR!

## REGISTRATION FORM

Check Your Sponsorship Package:

- Title Sponsor (\$1,200)
- Platinum Level (\$1,000)
- Gold Level (\$750)
- Silver Level (\$500)
- Guest Vendor (\$60)
- Friend (\$60)

Please provide the following advertising items for your company:

1. **Sponsor Logo** [Title, Platinum & Gold] – high res image for Banner (group of sponsors) Entertainment stage behind weekly musician and A-Frames prominently displayed
2. **Sponsor link (web/social media)** – for weekly UMFM eNewsletter, and social media
3. **Sponsor Ad / Photo for Social Media** [Title, Platinum & Gold] –Company’s high res, print-ready Ads / photos and ad content for UM Farmers Market social media posts
4. **Digital Display Ad** 1920w x 1080h (print ready) TV monitors at the Township Building | Upper Merion Community Center

**Full payment is due with the signing of this advertising / sponsorship agreement.**

**Amount enclosed: \$\_\_\_\_\_ (Make all checks payable to “Upper Merion Township”)**

Mail: Upper Merion Township c/o Gerri Vattimo 175 W. Valley Forge Road, King of Prussia 19406

Send email including the following: 1) company logo, 2) link, and 3) ad and/or photos to [gvattimo@umtownship.org](mailto:gvattimo@umtownship.org). Contact Gerri Vattimo, Marketing & Sponsorships at 484-636-3899 with questions.





# REGISTRATION FORM

**Advertising / Sponsorship Agreement:**

As an authorized purchaser for the named organization, I hereby agree to the purchase of the indicated sponsor package. I agree to abide by the UMFM Sponsorship Agreement set forth.

Company Name:
Contact Person:
Address:
Phone:
Email:
Website:
Social Media Handles:

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

*Upper Merion Township reserves the right to reject any advertising applications for any or all-just causes. The Upper Merion Farmers Market Sponsorship Program is subject to change due to safety constraints or directives that may arise during the season.*

