



BECOME A SPONSOR!

Farmers Market Sponsorship

May 16 to November 21

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 the environmental benefits of eating local and Pennsylvania's sustainable agriculture.

Every Saturday 10:00AM to 12:30PM (*hours adjusted for the 2020 season*) from mid-May through November, the Upper Merion Farmers Market becomes the "Town Square" for our Upper Merion community.

With average crowds of approximately 1,000 people (25,000 people total – 2020 season) and special events running the second Saturday of every month, the Upper Merion Farmers Market is a community favorite! In addition to farm fresh vegetables, locally sourced products, and artisans.

Unlike other markets, the Upper Merion Farmers Market only accepts vendors from within a 100-mile radius of Upper Merion Township. The Market has been voted the fourth best farmers market in Pennsylvania by the American Farmland Trust.

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 additional venue for 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 Upper Merion Township Foundation and is overseen by the Farmers Market Advisory Board.

Become a Sponsor!

For several years, the Market was sustained by vendor fees and grants. Now, thanks to the upward momentum of the Market, we are offering sponsorship opportunities for our neighborhood businesses. This is a great opportunity to connect with Upper Merion residents – let's build community together!

By becoming a sponsor of the Upper Merion Farmers Market, you will be demonstrating your commitment to the local economy and playing an essential role in helping us continue to thrive. See the 2020 Sponsorship packages:



FULL SEASON (28 week) SPONSORSHIP- May 16-Nov 21, 2020

Available for purchase Jan 1 — July 1

BENEFIT (50% off normal benefit fee for 2020 sponsors)	PLATINUM \$500	GOLD \$375	SILVER \$250
Logo or name on group sponsor banner displayed weekly behind featured musician [2020 MUSIC STAGE CANCELED DUE TO COVID-19 SAFETY GUIDELINES]	NOT AVAILABLE IN 2020 due to the COVID-19 GUIDELINES		
Name listed on weekly e-newsletter (2,180 subscribers)	✓	✓	—
Name listed on uppermerionfarmersmarket.org	✓	✓	—
Logo Sponsor Group Inclusion on A-Frames Displays at two major market entrances	✓	✓	—

TITLE SPONSOR OF THE UPPER MERION FARMERS MARKET – 14 dates of sponsor’s choice for Display Table (Exclusive offer for the 2020 Season) **SOLD!**

Available for purchase Jan 1 — Nov 21

BENEFITS:

Title Sponsor in weekly e-newsletter for 4-5 weeks leading up to the event (2,180 subscribers)	✓ 4-5 times/weekly
Company display table and distribute promotional materials on your Sponsored MARKET DATES . Your businesses name will also be included in our e-newsletter under “This Week’s Vendors”	✓
Company Name Inclusion in the Season Sponsor List in weekly e-newsletter (2,180 subscribers) and bottom of uppermerionfarmersmarket.org for the entire 2020 regular season (28 weeks)	✓

GUEST VENDOR – \$100 per day

Available for purchase Jan 1 — Nov 21

A great way to meet your customers where they live. Bring your company’s display table and distribute promotional materials any Saturday between May 16 – November 21. **Your business’s name will be included in our e-newsletter under “This Week’s Vendors”.**

FRIEND – \$25

Available for purchase Jan 1 — Nov 21

Show your love for sustainable agriculture. **Your name or business name will be included in the Season Sponsors list in our weekly e-newsletter.**





SPONSORSHIP PROGRAM REGISTRATION FORM

Check Your Sponsorship Package – 50% off for the 2020 season only:

- Platinum Level (\$500)**
- Gold Level (\$375)**
- Silver Level (\$250)**
- Title Sponsor (\$1,000) **SOLD!****
- Guest Vendor (\$100)**
- Friend (\$25)**

Please provide the following advertising items for your company:

1. **Sponsor Logo** [Platinum & Gold levels] – high resolution image for **two A-Frame Welcome Signs (Both Major Market Entrances) prominently displayed.**
2. **Sponsor link on the Upper Merion Farmers Market webpage to company website and UMFM weekly e-newsletter.**

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

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

Guest Vendors are scheduled on a first come first serve basis

Send an email including the following: 1) company logo, 2) link, and 3) photos to gvattimo@umtownship.org. Contact Gerri Vattimo, Marketing & Special Events at 484-636-3899 with any questions related to sponsorship. Contact Vince Lattuca, Upper Merion Farmers Market Manager at vlattuca@umtownship.org with any questions about the market operations.





SPONSORSHIP PROGRAM 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 also agree to abide by the sponsorship policy set forth above.

Company Name:
Contact Person:
Address:
Phone:
Email:
Website:

Signature: _____ **Date:** _____

Upper Merion Township reserves the right to reject any sponsorship applications for any or all-just causes. The Upper Merion Farmers Market Sponsorship Program and pricing is subject to change. Some restrictions apply.

For more information about sponsorship, contact Gerri Vattimo, Marketing & Special Events at gvattimo@umtownship.org or call 484-636-3899.

