



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 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 – there's plenty of fun-filled events and live music each weekend ***[Due to COVID-19 safety guidelines, the 2020 market has no special events nor live music scheduled.]***

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 has been sustained by vendor fees and grants. Now, due 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!

By becoming a sponsor of the Upper Merion Farmers Market, you will be playing an essential role in helping us continue to thrive and grow while showing your support for the local community. See the 2020 Sponsorship packages (Select Benefits are changed for 2020 due to COVID-19 GUIDELINES):



FULL SEASON - 28 WEEK SPONSORSHIP, May 16-Nov 21, 2020

BENEFIT (50% discount for 2020 season only)	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 the two major market entrances	✓	✓	—

MID-SEASON SPONSORSHIP Special

BENEFIT	PLATINUM \$500
Name listed on weekly e-newsletter (1,800 subscribers)	✓
Name listed on uppermerionfarmersmarket.org	✓
Sponsor ad promoted repeatedly on Township Building and Community Center lobby display monitors daily during the Farmers Market Season. SPECS: Ad graphics (slides) 1920w x 1080h JPG/PNG (72dpi) -to be supplied	✓ 50 times/day
Company display table and distribute promotional materials on your Sponsored Dates: To Be Determined	4 dates





SPONSORSHIP PROGRAM REGISTRATION FORM

Check Your Sponsorship Package (50% discount for 2020 Season only):

- Platinum Level (\$500)**
- Gold Level (\$375)**
- Silver Level (\$250)**
- Title Sponsor of 2020 UMFM (14 sponsor-selected Farmers Market dates (\$1,000) – **SOLD**)**
- Mid-Season Special (\$500)**
- Guest Vendor (\$100)**
- Friend (\$50)**

Please provide the following advertising items for your company:

1. **Sponsor Logo** [Platinum & Gold Only] – high resolution image for **two A-Frames with sponsor logo prominently displayed at both entrances of the Farmers Market**
2. **Sponsor webpage link**– for use on **Upper Merion Farmers Market website, 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”)

Advertising / Sponsor Agreement

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 & Sponsorships at gvattimo@umtownship.org or call 484-636-3899.

