



TACOMA FARMERS MARKET

# SUPPORT FARMS, SMALL BUSINESSES, AND FOOD ACCESS

## BECOME A SPONSOR OF TACOMA FARMERS MARKET

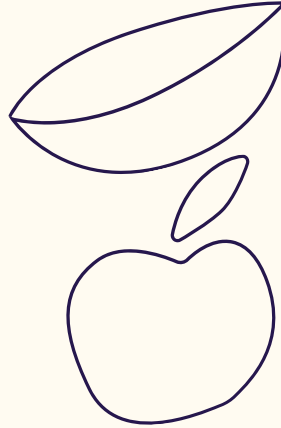
**Communities served:** Tacoma and Greater Pierce County

**Anticipated reach in 2021:** 80,000 in person shoppers and thousands more views via social and print media

**Markets:** Broadway (May-Oct), Point Ruston (Jun-Sep), Eastside (Jun-Aug), Mobile Market (May-Dec)



# HELP TFM BRING AFFORDABLE, FRESH, HEALTHY FOOD TO OUR COMMUNITY



**and provide market access for 100+ local small businesses and farms**

The Tacoma Farmers Market creates vibrant marketplaces where businesses and community members connect with one another. TFM provides access to open-air markets that follow strict COVID-19 protocols while creating opportunities to enjoy farm-fresh abundance, artisanal creations, and shopping local.

## Why align your brand with ours?

Build customer loyalty and trust.

*Show your commitment to community prosperity, sustainability, and entrepreneurship.*

Our shoppers are your customers.

*Our shoppers represent more than 73 zip codes and span demographic diversity.*

A high-visibility sponsorship opportunity.

*Open during COVID at 14 high traffic locations, 13k+ Facebook page likes, 11k+ Instagram followers*



# SPONSORSHIP OPPORTUNITIES

**Community Investor**  
**\$1,500**

**Presenting Sponsor**  
**\$10,000**

**Small Business  
Champion**  
**\$2,500**

## Brand Visibility

- Logo on Market promotional materials
- Logo and link on website
- 2 market booth days for your business at the markets of your choice

- "Tacoma Farmers Market presented by..." title and prominent logo placed on all promotional materials and in local media advertising
- Logo and link on website
- Business banner displayed at all markets (business provides)
- Market booth days for your business at all markets and/or greeter opportunity at market entrance

- Logo on Market promotional materials
- Logo and link on website
- Business banner displayed at all markets (business provides)
- 6 market booth days for your business and/or greeter opportunity at market entrance

## Perks

- "Day at the Market" for your employees with discounts
- Opportunity to present services at annual vendor meeting
- Inclusion on TFM's preferred service provider list

## Media Attention

- Sponsor recognition and logo placement on print media advertising

- Premier sponsor recognition and quote in press releases
- Premier logo placement on print media advertising

- Sponsor recognition and premier logo placement on print media advertising

## Social Marketing

- 2 boosted posts on social media
- 1 inclusion in TFM Newsletter

- 10 personalized boosted posts on social media
- 3 inclusions in TFM Newsletter

- 4 personalized boosted posts on social media
- 2 inclusions in TFM Newsletter

Market Day Sponsor \$500 - logo and link on website - 1 market booth day - one boosted post

Please contact Anika Moran at [anika@tacomafarmersmarket.com](mailto:anika@tacomafarmersmarket.com) to customize your sponsorship