



MARKET SPONSORSHIP OPPORTUNITIES:

ABOUT THE MARKET:

The Lewisburg Farmers Market is a very popular, and longstanding market in Central PA. We are open every Wednesday from 8am-3pm, all year long, with both indoor and outdoor spaces. Customers from all over Pennsylvania come to the Market to shop from over 100 local vendors offering a huge selection of food and products from produce to dairy, meats to flowers, and everything in between.

OUR MISSION: Our mission is to support our local farmers and small businesses, by creating the most welcoming and enjoyable market experience for the people of our community.

BE PART OF SOMETHING SPECIAL:

By sponsoring the Market, you are contributing to the Market's long history of being a community hub and gathering place for the people in our area and far beyond. You are associating your business with a Market that has and continues to support small, local farming families and local small businesses. It's not just getting your logo and name in front of thousands of customers, it's being a part of a special place that cares about its community, farmers, small businesses, and the people of our community.

BENEFITS OF SPONSORSHIP:

Your sponsorship at any level helps us further our Mission and educate the community about the benefits of farmers' markets to the people of our community. Reach 1000's of shoppers every Wednesday and well over 100,000 every year! Associate your business and brand with a Market that supports small, local farming families, small businesses, healthy lifestyles, and a family friendly environment.

The Numbers:

- The LFM Wednesday Market attracts 1000s of visitors every week and well over 100,000 customers every year!
- Saturday Special Events attract an average of over 3000 visitors to each event.
- Social Media:
 - We have over 18,000 Followers on Facebook and is growing fast.
 - We have over 3,000 Followers on Instagram and is growing fast.
- Website:
 - Our website gets a lot of visitors searching for information about the market and events.





SPONSORSHIP LEVELS:

Harvest Sponsorship: \$6000 per year.

This is the premier sponsorship level at LFM. One special business will get the opportunity to be the most visual and impactful sponsor at the Market. This sponsor will be included and highly visible in all marketing for LFM in-house, online, and on all social media.

This sponsorship includes:

- Premier signage at the Market
 - Sponsor signs on each end of pavilion under LFM logo.
- Name and logo on most LFM marketing and promotional materials.
- Social Media:
 - Prominent Name and logo inclusion on all social media channels.
 - Sponsor name/logo on page banner.
 - Highlighted with Monthly Social posts promoting the sponsorship.
 - Created by LFM.
 - Monthly post to promote sponsor-specific promotion.
 - Created by Sponsor.
- Website:
 - Prominent Name and logo inclusion on home page of LFM website.
 - Top listed Name and logo on Sponsorship page and link to sponsor website.
- In-Market promotional TVs
 - Sponsorship and logo will be highlighted in multiple slides on the TV slideshow presentations on all TVs throughout the year.
- Public Relations:
 - Prominent Name and logo inclusion in press releases announcing and promoting the sponsorship.

(On-site signage arranged by LFM. Paid by sponsor.)





Cultivating Sponsorship: \$4000 per year.

This is the second most valuable sponsorship level at LFM! One special business will get the opportunity to highlighted with great visibility at the Market.

This sponsorship includes:

- Premier signage on the inside of the Market.
 - Sponsor Name and Logo above all exit doors (8).
- Social Media:
 - Prominent Name and logo inclusion on all social media channels.
 - Highlighted with Monthly Social posts promoting the sponsorship.
- Website:
 - Prominent Name and logo inclusion on the Sponsor Page of LFM website.
- In-Market promotional TVs
 - Sponsorship and logo will be highlighted in a slide on the TV slideshow presentations on all TVs throughout the year.
- Public Relations:
 - Prominent Name and logo inclusion in press releases announcing and promoting the sponsorship.

(On-site signage arranged by LFM. Paid by sponsor.)

Market Bag Sponsorship: \$1000 for 200 bags

This is a special sponsorship designed to improve the experience of our customers by offering a high-quality, insulated shopping bag at a great price.

This sponsorship includes:

- Name and logo on one side of the Market shopping bag.
 - LFM logo on the other side.
- Social Media
 - Name and logo inclusion in promoting the shopping bag.
- Website:
 - Logo/Link on the Sponsor Page of LFM website.
- Public Relations
 - Name and logo inclusion in Press Release featuring the new bags.





Special Event Sponsorship: \$700 for each event.

Our Special Event Saturdays are incredibly popular and great value for a business to be part of. As a sponsor of one event, you will be featured in front of the 1000s of visitors and guests.

Current events: Spring Craft Fair; Summer Family Fun Festival; Fall Harvest Festival; and Holiday Craft Fair.

This sponsorship includes:

- Name and logo inclusion with all promotions for one event.
 - Non-exclusive. Exclusive sponsorships may be available.
- Social Media
 - Name and logo inclusion in all social Media promotions for the event.
- Website:
 - Logo/Link on the Sponsor Page of LFM website.
- In-Market Promotional TVs
 - Name and logo inclusion on all, In-house TV slideshows for three weeks leading up to the event.
- Signage at event
 - Up to two banners or similar signage. (*Sponsor provided.*)
- Booth at event
 - Sponsors may set up a booth or 10x10 tent to advertise their sponsorship and/or offer any information, giveaways, etc. (*Sponsor provided.*)

Live Music Sponsorship: \$500 per event

This special sponsorship is designed to augment the experience of our customers by having Live Music to entertain customers. Sponsor local musicians/singers for one Special Event.

This sponsorship includes:

- Signage/marketing materials at Musician area.
 - (*Sponsor provided.*)
 - “Music Sponsored by _____”
- Social Media
 - Name and logo inclusion in all social media promotions for the music at the Market.





- Website:
 - Logo/Link on the Sponsor Page of LFM website.
- In-Market Promotional TVs
 - Name and logo inclusion on all, In-house TV slideshows for three weeks leading up to the event.

