



2025 SPONSORSHIP OPPORTUNITIES

As a 501(c)(6) nonprofit organization, we value our community sponsors. The Zionsville Farmers' Market operates solely as a result of generous contributions from our sponsors and volunteers. Your assistance can help Zionsville continue to enjoy and grow our amazing market. Please consider making a donation to the Zionsville Farmers' Market.

Platinum • \$5,000+

- » Four days to have a table at the market and promote your business
- » Individual thank you post on social media (Instagram and Facebook) twice during the season
- » Inclusion in all-sponsor thank you in email newsletter
- » Logo and name listed as platinum sponsor on sponsorship thank you signage in three locations at the market
- » Logo and name listed as platinum sponsor on website with link to your business website
- » Ability to keep promotional literature at the Zionsville Farmers' Market information booth each Saturday
- » Ability to include a promotional item and literature in the tote bags for all 2025 Friends of the Market donors

Gold • \$2,500-4,999

- » Three days to have a table at the market and promote your business
- » Featured in gold sponsor thank you post on social media (Instagram and Facebook) twice during the season
- » Inclusion in all-sponsor thank you in email newsletter
- » Logo and name listed as gold sponsor on sponsorship thank you signage in three locations at the market
- » Logo and name listed as gold sponsor on website with link to your business website
- » Ability to include a promotional item in the tote bags for all 2025 "Friends of the Market" donors

Silver • \$1,500-2,499

- » Two days to have a table at the market and promote your business
- » Featured in silver sponsor thank you post on social media (Instagram and Facebook) once during the season
- » Inclusion in all-sponsor thank you in email newsletter
- » Logo and name listed as silver sponsor on sponsorship thank you signage in three locations at the market
- » Logo and name listed as silver sponsor on website with link to your business website

Bronze • \$750-\$1,499

- » One day to have a table at the market and promote your business
- » Inclusion in all-sponsor thank you in email newsletter
- » Logo and name listed as bronze sponsor on sponsorship thank you signage in three locations at the market
- » Logo and name listed as bronze sponsor on website with link to your business website

Friend of the Market • Any donation amount

- » Are you a family or business wanting to make a donation of any amount to the market? Fantastic! Make a donation of \$100 or more and you will receive a Friend of the Market exclusive tote bag.

To learn more or sign up to sponsor the Farmers' Market, visit bit.ly/zfmsponsorship



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Sponsorship Benefits

	Friend of the Market	Bronze	Silver	Gold	Platinum
Mention on website		X	X	X	X
Sponsorship level social media post			1x	2x	
Individual social media post					2x
Logo on sponsorship thank you signage throughout market		X	X	X	X
Inclusion in email newsletter sponsorship thank you		X	X	X	X
Table at market		1x	2x	3x	4x
Ability to have promotional item in Friends of the Market tote bag				X	X
Ability to have literature at ZFM information booth and in FOM tote bag					X
Friend of the Market tote bag (<i>donations of \$100+</i>)	X				

Potential benefits to your business can include:

- » *Business promotion and brand visibility:* Your business will enjoy exceptional visibility among a broad and diverse audience of thousands of attendees throughout the entire four-month market season. These direct and indirect interactions with customers can lead to increased brand awareness and customer loyalty. The market runs for 19 Saturdays May 17-Sept 27 (8-11:30 a.m.). That will be more than 66 hours of logo visibility to thousands of market visitors throughout the season.
- » *Opportunities to showcase products and/or services through demonstration, promotional activities, and direct interaction with consumers:* In addition to prominent logo placement and recognition at the market, sponsors benefit from extensive digital and social media exposure through our website, Instagram and Facebook.
- » *Show support for the community:* Build lasting relationships with consumers who prioritize community impact. Leverage the popularity of the Zionsville Farmers' Market to build your brand. This unique marketing opportunity can showcase your commitment to supporting local farmers, small businesses, and community growth.

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ZFM reserves the right to select from potential interested sponsors.

ABOUT ZIONSVILLE FARMERS' MARKET

Our mission is to support health and wellness through food products, environmental sustainability, the local economy, family farms, and small business.

Our nonprofit organization began in 1997 by volunteers who saw an opportunity to bring fresh, local produce to the Zionsville community. Since then, it has grown into a staple of Zionsville summers, providing those who visit with produce, baked goods, and freshly-prepared food by our fantastic vendors. We pride ourselves on a diverse group of vendors and goods that bring people from near and far to the heart of Zionsville, located right on our historic main street. Our market runs on Saturdays from May through September and attracts thousands of people. When you attend the Zionsville Farmers' Market, you will see 40 to 50 different local businesses, live musicians, local nonprofits, and neighbors coming together to create a sense of community.