

2024

ZIONSVILLE FARMERS' MARKET SPONSORSHIP OPPORTUNITIES



About Us

Welcome to the Zionsville Farmers' Market! Our nonprofit organization was started 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-September and attracts thousands of people. When you attend the Zionsville Farmers' Market, you will see 40-50 different local businesses, live musicians, local nonprofits, and neighbors coming together to create a sense of community. Our mission is to support health and wellness, environmental sustainability, the local economy, and our farmers.

WHY SPONSOR THE ZFM?

- **Business promotion and brand visibility-** Your business will enjoy exceptional visibility among a broad and diverse audience, These direct and indirect interactions with customers can lead to increased brand awareness and customer loyalty
 - 19 market days spanning from May 18th-Sept 28th, 8-11:30am. That is over 66 hours where your logo will be visible to hundreds 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
 - Let consumers know that you support their community
 - showcase your commitment to supporting local farmers, small businesses, and community growth
- Sponsorship funding allows for us to host our market and keep fees low for our vendors





OPPORTUNITIES



Presenting Sponsor- \$5,000 (1 available)

- large logo on all signage, printed materials, and website (ex: market trailer, market fliers, market booth sign, wooden market sign) with the verbiage “presented by (your organization)
- ability to have a 10x10 booth at the market to hand out promotional materials on 3 market days
- designated social media post thanking you and sharing information about your organization
- tagged in a minimum of one instagram and Facebook post per week

Sustaining Sponsor- \$3,000 (3 available)

- logo on market booth signage, welcome banners at both ends of the market, printed materials (ex: window fliers), and website
- ability to have a 10x10 booth at the market to hand out promotional materials on 2 market days
- one designated instagram post thanking you and sharing information about your organization



Music Sponsor- \$2,000 (1 available)

- logo on A-Frame sign located by the music seating and market website
- tagged in all social media posts regarding the market music (minimum of 14 posts)
- ability to have a 10x10 booth at the market to hand out promotional materials on one market day

OPPORTUNITIES



Community Service Booth Sponsor- \$2,000 (1 available)

- logo on the community service booth tablecloth
- ability to have a 10x10 booth at the market on one market day
- logo on the market website
- tagged in all instagram posts regarding the community service booth (a minimum of 14 during the season)

Kids Activity Event Sponsor- \$1,000 (unlimited available)

- ability to work with the market coordinator to plan a family-friendly event at the market
- logo on the market website
- thank you signage on the event day including your logo
- ability to have a 10x10 booth at the market on your designated event day to hand out promotional materials
- tagged in all instagram posts regarding your event (minimum of 3 posts)

