



UPTOWN FARMERS MARKET

SPONSORSHIP OPPORTUNITIES 2023

WHERE
Sunnyside Mall

WHEN
Every Wednesday
May through November
2:30 - 7:00pm

MORE INFORMATION

Please contact Kate at
kateg@chicagomarket.coop

uptownfarmersmarket.org



The **Uptown Farmers Market** is getting ready to launch its 3rd season. We are again produced by Chicago Market and excited to partner with the Sunnyside Mall Committee, giving a *permanent home* to the Market for years to come!

The Uptown Farmers Market is an independent farmers market that provides a place for farmers, producers and purveyors to sell their products directly to consumers, while providing Uptown residents with healthy, fresh, and locally grown food and other goodies. We support small, family-owned farms and businesses and are guided by purchasing values that guide our vendor selection. The Market also serves as a connection to our neighborhood through our Community Corner participants.

2022 STATS:

27 market days • 15,000+ shoppers • 15+ vendors • 500+ shoppers/week
fruits and vegetables, meats and jerky, baked goods, cheeses, pasta and honey

\$24,961.59 SNAP + Link Match spent

15 Community Corner Partners • 5 musical acts

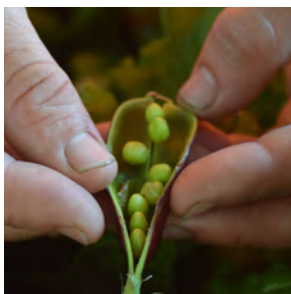
9000+ compostable bags used • 950 reusable totes given away • 864 gallons composted

\$650 in Market Bucks raffled to shoppers • 45 volunteers with 700+ hours of service to the Market

The Uptown Farmers Market is wholly supported financially by vendor (booth) fees, sponsorships, grants, and donations. Sponsorships make it possible to fulfill our mission — to bring fresh foods, fun, and community involvement to Uptown! Vendors retain all of their sales income; the Market does not receive a percentage of vendor sales. The Market operates on a small annual budget which supports an array of operating expenses including insurance, permits, signage, promotions, and a market manager.

This is where you come in! We invite you to make a financial contribution in support of the Uptown Farmers Market to help further our goal of fresh, healthy food for our community. All packages are negotiable - and if you have an idea for a customer sponsorship, please let us know. We're open to anything!

When you support the Uptown Farmers Market, you take an active role in the local community, and you support the entrepreneurial food and farming community.



Presenting Sponsor \$2500

This exclusive sponsorship of the Uptown Farmers Market will ensure that you are represented on all Market materials and receive top sponsorship billing along with Chicago Market and Sunnyside Mall.

- Listed on the Uptown Farmers Market website, newsletter, newsletter feature, neighborhood/yard signs and posters with logo and direct link to business website (where applicable). Also highlighted on social media platforms.
- Business listed on at-market signs and season-long neighborhood signage.
- \$250 in Market Bucks to spend at the Uptown Farmers Market.

Community Corner Champion \$1000

The 2022 season hosted at least one Community Corner partner at each Market — ranging from Swedish Hospital to Tutoring Chicago to the Vietnamese Association of Illinois. As part of our mission, our Market believes that supporting these types of organizations in our community is just as important as helping our neighbors access local, delicious food.

- Listed on the Uptown Farmers Market website, newsletter, newsletter feature, and posters with logo and direct link to business website (where applicable). Business highlighted on social media platforms with custom messaging. Business listed on at-market signs.

Music Sponsor \$1000

Music is a big part of Chicago, especially here in Uptown which is full of historic theaters. Our performers are all compensated for their time and efforts.

- Listed on the Uptown Farmers Market website, newsletter, newsletter feature, with logo and direct link to business website (where applicable). Includes in-market signage and mentions across social media platforms. Business will be also cross-promoted by the musicians, where possible.

National Farmers Market Week Day-of Sponsor \$500

Help us show appreciation to our farmers and producers by sponsoring a special day of activities.

- Listed on the Uptown Farmers Market website and newsletter, along with special at-market signs. Participation in a booth on August 9.

Volunteer Sponsor \$500

All farmers markets require volunteers to make them a success. Volunteers ensure our space is clean and ready for each Market, help vendors setup and teardown, and make sure that each shopper is greeted with a cheerful hello — and so much more! Help us provide our volunteers with what they need (cold water on hot days, cleaning supplies, med kit) and show appreciation for their contributions (volunteer only raffles).

- Listed on the Uptown Farmers Market website, newsletter, newsletter feature, with logo and direct link to business website (where applicable). Includes in-market signage and mentions across social media platforms.

Market Bucks Sponsor \$350/700

Sponsor our weekly Market Bucks Raffle. Get your business's logo and information printed on the back of our Market Bucks along with weekly social postings of the winner including mention of your business.

- Listed on the Uptown Farmers Market website with logo and direct link to business website. Cross promotional opportunities available. Full or half season Sponsorships available.

Tote Program Sponsor \$750

Help the Uptown Farmers Market produce custom tote bags for our shoppers. Sponsorship puts 100 custom tote bags in the hands of our shoppers with your logo (2-color) prominently displayed. (We have a new, local tote vendor this year!)

- Listed on the Uptown Farmers Market website with logo and direct link to business website. (Multiple tote sponsorships available.)

Sustainability Partner \$500

Help contribute to the purchase of compostable bags. Last season we distributed over 10,000 of these bags, keeping plastics out of landfills and helping our farmers offset their own costs.

- Listed on the Uptown Farmers Market website, newsletter, newsletter feature, with logo and direct link to business website. Includes in-market, year long signage. Business highlighted on social media platforms.

Beautification Sponsor \$500

The Sunnyside Mall space is a beautiful public pedestrian walkway that serves as much more than just a space for the farmers market. It's a hub of community activities and engagement. Help keep this space not only ready for the Uptown Farmers Market, but clean and engaging for the community at large by contributing to the supplies needed to keep it clean, maintained, and beautiful.

- Listed on the Uptown Farmers Market website, newsletter, newsletter feature, with logo and direct link to business website. Includes in-market signage. Business highlighted on social media platforms.

All sponsors above will receive a custom graphic to help you share your support of Uptown Farmers Market with your audience.

Supporter \$250

Listed on Uptown Farmers Market website, newsletter with logo, and direct link to business website.

Friend \$50

Listed on the Uptown Farmers Market website as a friend of the Market and entered into a special raffle to win Market Bucks to spend with your favorite farmer or producer.

Custom sponsorships are also available.

Please email Kate at kateg@chicagomarket.coop to discuss options.