



# UPTOWN FARMERS MARKET

PRESENTED BY  
CHICAGO MARKET

## SPONSORSHIP OPPORTUNITIES 2024

**WHERE**  
Sunnyside Mall

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

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### MORE INFORMATION

Please contact Kate at  
[kateg@chicagomarket.coop](mailto:kateg@chicagomarket.coop)

[uptownfarmersmarket.org](http://uptownfarmersmarket.org)

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The 2024 season of the **Uptown Farmers Market** is nearly here - our first market on May 1 is just around the corner. We are excited to host our second season at the Sunnyside Mall and, based on current applications, we are planning to fill the space from end-to-end this season!

The Uptown Farmers Market is an independent 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.

The market will feature 30+ vendors - all as local as possible - and has previously served 1500+ shoppers each week. The market also serves as a connection to our neighborhood through our Community Corner participants, offers weekly music, and focuses on sustainability through our on-site composting and compostable bag programs.

### 2023 HIGHLIGHTS:

25 market days ● 34,000+ shoppers ● 30+ vendors ● ~1500 shoppers/week  
fruits and vegetables, meats, cheeses, baked goods, knife sharpening, pasta,  
honey, tamales, and more!

\$26,396 SNAP + Link Match spent ● 15 Community Corner participants

15,000+ compostable bags used ● 700 reusable totes given away ● 864+ gallons composted

\$25 in Market Bucks raffled each week ● 45 volunteers with 700+ hours of service to the Market

The Uptown Farmers Market is financially supported wholly by sponsorships, grants, donations, and vendor space fees (vendors retain all of their sales income). Sponsorships make it possible to fulfill our mission - to bring fresh foods, fun, and community involvement to Uptown! Our market operates on a small annual budget which supports all of our operating expenses including our on-site market manager, insurance, permits, signage and promotions. Sponsorships help to further contribute to the market through weekly music, Community Corner involvement, and free compostable shopping bags provided to vendors.

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.

When you support the Uptown Farmers Market, you take an active role in the community.



## Presenting Sponsor \$7500 *minimum (one spot available)*

- Exclusive placement within the market logo used in all materials.
- Featured in the newsletter, neighborhood/yard signs, and posters/banners.
- Highlighted on social media platforms throughout the season.
- One market space available for 10+ market dates; tent, table and 2 chairs provided and set up at each market.
- \$250 in Market Bucks to spend/give away at the Uptown Farmers Market.

## Platinum Sponsor \$2500

- Highlighted in the newsletter and in-market, year-long signage.
- Highlighted on social media platforms throughout the season.
- One market space available for 5+ market dates.
- May select exclusive sponsorship of totes, sustainability, or custom package.

## Gold Sponsor \$1000

**Tote Program** (*open for up to 3 sponsors; \$2500 for Platinum level exclusive*)

- Sponsorship puts custom tote bags in the hands of our shoppers with your logo prominently displayed (*2-color*)

## Silver Sponsor \$750

Custom options include, but are not limited to:

### Market Bucks Sponsor

- Your business's logo and information printed on the back of our Market Bucks coins.
- Social postings announcing raffle winners with a mention of your business.

### Pups of Uptown

We love dogs (and cats and more)! Help us show the love to all the pets of Uptown through this one-of-a-kind sponsorship.

- Frequent social postings of the Pup(s) of Uptown along with custom logo.
- Special promotional signage and mentions during the "Dog Parade" set on a date that aligns with your schedule for participation.

### Sustainability Partner

Contribute to the purchase of compostable bags, keeping plastics out of landfills and helping our farmers offset their costs.

- Custom in-market signage to highlight this unique farmers market offering.

*All sponsors above will be listed on the website with your logo and direct link to your business website. You will also receive a custom graphic to help you share your support of the 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](mailto:kateg@chicagomarket.coop) to discuss options.*



*The Uptown Farmers Market has applied for non-profit status and has every reason to expect that application will be approved. All sponsorships and donations should be tax deductible, but in the unlikely event that the application is denied, sponsorships and donations will not be tax deductible.*

