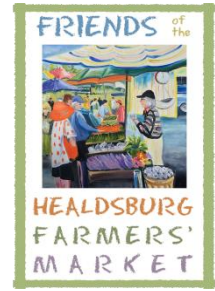




# SPONSORSHIP INFORMATION 2023



## HEALDSBURG CERTIFIED FARMERS' MARKET 2023 COMMUNITY SPONSORSHIP FACT SHEET

### 2023 MARKET DATES, TIMES AND LOCATIONS

**SATURDAYS** APRIL 15<sup>th</sup> – DECEMBER 23<sup>rd</sup> 8:30AM – NOON WEST PLAZA PARKING LOT  
**TUESDAYS** MAY 16<sup>th</sup> – SEPTEMBER 26<sup>th</sup> 9:00AM – 12:30PM DOWNTOWN ON THE PLAZA

### ABOUT THE MARKET:

The Healdsburg Certified Farmers' Market, at 45 years old, is one of the oldest markets in California, and as such is beloved and valuable to the community. Filled with almost two-dozen local farms, several meat producers, an expansive variety of seafood, bakeries, oil and vinegars, chocolates, prepared foods, beautiful handmade craft and much more, it shines as one of the strongest farmers' markets in the county, if not the state. There's excellent weekly live music and several special events throughout the season.

### MARKET'S MISSION:

- a) To provide the direct marketing of high quality, reasonably priced produce for the benefit of producers and consumers.
- b) Educates the public so they will understand the importance of supporting local, sustainable agriculture, and preserving the agricultural heritage and character of the City of Healdsburg and the surrounding community.
- c) Raises awareness of the health benefits provided by the growing and availability of fresh, seasonal produce to the individual and the community

### MARKET DEMOGRAPHICS:

Each market sees upwards of 500-1000 people per week. Healdsburg is both an upscale and working class community which is reflected in the farmers' market customer base. It's a community which cares about its farms and agricultural roots, so many families come to the market; parents teaching their kids to appreciate where their food comes from. We also see an exceptional amount of tourists and residents from other Sonoma County locations who love farmers' markets.

### WHY SPONSOR THE MARKET?

The market can offer visual exposure via a variety of mediums to show the community and Healdsburg visitors that you care about our agricultural heritage, the tradition of farmers' markets, and our very special market. Via logos on banners at the markets themselves, on our website, in our e-blasts, and even having a booth at the market, sponsoring can expose you to thousands who love the market and want to support those who feel the same.

### WHY DOES THE MARKET ASK FOR SPONSORS?

Sponsorship dollars have been a huge asset to us. The funds are used for a variety of market needs, but a major focus

this season is to broaden our outreach to communities who might not shop the market, as well as low income, food stamp recipients.

**CAN I DEDUCT THIS AS A CHARITABLE DONATION?**

Yes, you can make your payments to our 501C3 non-profit, Friends of the Healdsburg Farmers’ Market, and they will handle your donation if you would like to have this deduction.

**SPONSORSHIP LEVELS 2023**

<b>TOP LEVEL SPONSOR</b> <b>\$1500</b>	<b>SECOND LEVEL SPONSOR</b> <b>\$1000</b>	<b>THIRD LEVEL SPONSOR</b> <b>\$500</b>	<b>FOURTH LEVEL SPONSOR</b> <b>\$250</b>
Option of a promotional booth at the Saturday market 4X during the season, or a \$500 rebate of MARKET BUCKS to give to customers, etc.			
Logo on Banner at Info Booth	Logo on Banner at Info Booth		
Logo on Market Poster, Postcard	Logo on Market Poster, Postcard	Logo on Market Poster, Postcard	
Logo and link on Website	Logo and link on website	Logo and link on website	Logo and link on website
E-Blast inclusion	E-Blast inclusion	E-Blast Inclusion	E-Blast Inclusion
Facebook Mentions	Facebook Mentions	Facebook Mentions	Facebook Mentions

**IN- KIND SPONSORSHIP:**

We welcome in-kind sponsorship, including donations of goods and services which would be of value to the market. Please indicate on the accompanying form the value of the amount donated to receive appropriate level placement.

**PRIZE SPONSORSHIP:**

The market needs prizes for our event competitions. We’re happy to do part trade and part dollars sponsorships.



**ZUCCHINI FESTIVAL (7/29)**  
Our beloved zucchini races and giant zucchini competition

**PUMPKIN FESTIVAL (10/28)**  
Pumpkin races, carving and costume contest

**2022 SPONSOR BANNER**

IF YOU’D LIKE TO BECOME A MARKET SPONSOR, FILL IN THIS FORM: <https://forms.office.com/r/3bSprLvJtS>

