

# Somerville Winter Farmers Market

## Sponsorship Opportunities



Join us as we bring fresh, local food to our community!  
Every Saturday, November 4th - April 6th

The Center for Arts at the Armory  
191 Highland Ave. Somerville, MA 02143



**EVERY SATURDAY**, November 4th - April 6th, over 1,000 customers and 35+ vendors join us at the Somerville Winter Farmers Market. People come to shop, meet their local farmers, and connect with one another during the cold winter months.

**The purpose of the Somerville Winter Farmers Market (SWFM) is to:**

- 🥕 Increase access to local and healthy foods during the winter months for all residents, including Somerville's middle and low income residents
- 🥕 Contribute to the year-round success and productivity of local food producers
- 🥕 Strengthen the relationship between consumers and producers
- 🥕 To serve as a community gathering place.

**We invite you to join us in this mission!**

By sponsoring the Somerville Winter Farmers Market, you are able to support our mission while also getting the word out to our community about your company.

The market provides exceptional exposure for your company to over 1,000 weekly customers and 60+ rotating vendors of farm products and specialty items.

## Exposure includes:

**Onsite signage** Opportunity to display company banner at market (banner to be provided by sponsor)

Logo displayed in rotating display above musician stage; slide deck repeats every 30 seconds; screen is 5' by 12' dimensions

**Onsite presence** Hosting a table at the market to tell customers about your business / product

**Newsletter/  
social media** Mentions in our weekly newsletter (distributed to over 2,000 recipients)  
Mentions on our Facebook (9,200 followers) and Instagram (5,250 followers)

**Market advertising** Mention in official press release (to major newspapers in Greater Boston region)



## Sponsorship level

## Onsite presence and signage

## Newsletter / social media

## Other

### Lead Sponsor: \$10,000

- Hall banner
- Logo on display—full slide
- 5 dates to host a table at the market

- Two newsletter articles about business
- Weekly newsletter logo, top placement
- 10 mentions on all social media accounts

- May request to be the only sponsor within a business category (i.e., financial institution, dentist office, etc)
- Mention in official press release

### Golden Potato: \$7,500

- Hall banner
- Logo on display—half slide
- 2 dates to host a table at the market

- One newsletter article about business
- Weekly newsletter logo, large size
- 5 mentions on all social media accounts

- Mention in official press release

### Silverbeet: \$5,000

- Hall banner
- Logo on display—half slide
- 1 date to host a table at the market

- Weekly newsletter logo, large size
- 4 mentions on all social media accounts

### Bronze Carrot: \$2,500

- Hall banner
- Logo on display—quarter slide
- 1 date to host a table at the market

- Weekly newsletter logo, medium size
- 3 mentions on all social media accounts



**Sponsorship level**

**Onsite presence and signage**

**Newsletter / social media**

**Purple Rutabaga: \$1,000**

- Logo on display—quarter slide

- Weekly newsletter logo, medium size
- 2 mentions on social media accounts

**Green Sprouts: \$500**

- Logo on display-1/8th slide

- Weekly newsletter logo, medium size
- 1 group mention on all social media accounts

**Friend of the Market: \$250**

- Logo on display-1/8th slide

- Weekly newsletter logo, small size
- 1 group mention on all social media accounts



For more information, please contact Stephanie Scherpf, Co-Director / CEO, The Center for Arts at the Armory at [director@artsatthearmory.org](mailto:director@artsatthearmory.org).

[www.somwintermarket.org](http://www.somwintermarket.org) | [www.artsatthearmory.org](http://www.artsatthearmory.org)  
[@SomWinterMarket](https://www.instagram.com/SomWinterMarket) | [@ArtsAtTheArmory](https://www.instagram.com/ArtsAtTheArmory)



The Center for Arts at the Armory is a non-profit organization. Our federal I.D. number is 34-2056194.

