

Somerville Winter Farmers Market

Sponsorship Opportunities



Join us as we bring fresh, local food to our community!
Every Saturday, November 7th - April 17th

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



EVERY SATURDAY, November 7th - April 17th, 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

(banners to be provided by sponsor)

Banners on sidewalk railings along busy Highland Ave., (roughly 2' x 4', facing two directions)

Banner hanging over main shopping hall (size roughly 2' x 4')

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 (10,000+ followers), Instagram (10,000 followers), TikTok and Blue Sky

Market advertising

Mention in official press release (to major outlets in Greater Boston region)



Sponsorship level

Onsite presence and signage

Newsletter / social media

Other

Lead Sponsor: \$10,000

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

- 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.

www.somwintermarket.org | 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.

