

# Montavilla Farmers Market Sponsorship

Montavilla Farmers Market is a 501(c)6 nonprofit that has been serving the SE Portland community since 2007. Sponsorship gives your organization the opportunity to connect directly with a diverse group of people who are interested in food, beverages, sustainability, and community. Our year-round market attracts over 62,000 guests annually.

Your sponsorship will help Montavilla Farmers Market expand access to local food, support sustainable agriculture, and cultivate a cultural community hub while connecting your business with the local food and SE Portland community.

## Our Impact

\$50,000+	20	95+
Matched SNAP benefits distributed to low-income shoppers in 2023	Beginning Farmers and beginning BIPOC-owned businesses supported through our reduced stall fee program in 2023	Small businesses supported every year
12,000 lbs+	200+	\$6,500
Produce donated to our non-profit partner Milk Crate Kitchen who delivered prepared meals to low income families in 2023	Kids who tried a new vegetable through our Power of Produce Club in 2023	Market currency given out to children and low income community members in 2023



# Sponsored Content Opportunities

Content must be pre-approved by Montavilla Farmers Market at least two weeks prior to release date. Release date(s) will be collaboratively determined and are dependent on our content calendar. A package of \$500 or more includes a company logo and link on the Montavilla Farmers Market website for one year.

## Instagram

6,404 Followers

- Reel
  - 2,456 Average reach per post
  - Fee: \$500
- Post
  - 3,671 Average reach per post
  - Fee: \$250
- Story
  - 1,396 Average reach per post
  - Fee: \$150

## Facebook

4,633 Followers; 600 Average reach

- Post
  - Fee: \$250

## Email Newsletter

2,303 Subscribers; 51% open rate; 3% click-through rate

- 250-word text block, image, and link
  - Fee: \$250

## Business Banner on Stark Street Fence

10,000 cars pass by fence location on an average weekday

- 4 ft x 2 ft business-provided banner on market fence 24/7 for Summer (May-Oct) or Winter (Nov-Apr) Season
  - Fee: \$2000 per season

## Logo On Market Poster

Displayed by 30 businesses on Stark Street and surrounding area

- 2x2 in or 1x3 in business logo on 8.5x11 in promotional poster
  - Fee: \$1000



# At-Market Sponsorship Benefits

10x10 ft On-Site Activation Space

Reach: 2000 market shoppers per week

Company Logo and Link on Montavilla Farmers Market Website

Reach: 36k views annually

## Exposure and Pricing

### Sundays

Year-Round; 10am-2pm; 7700 SE Stark St

- Average daily traffic: 1,700-2,500 shoppers
- Sponsorship investment: \$500/market date

10% discount for five or more markets

## At-Market Sponsorship Guidelines

- Businesses bring their own tent, tables, and promotional materials. No sales are permitted, samples may be permitted upon pre-approval
- Open rain or shine
- Arrive 20 minutes before and stay until the close of the market
- Once unloaded, please park at least two blocks away from the market to allow for ample customer parking
- Sponsors are not permitted to collect money or seek donations