



Fishers Farmers' Market

# 2019 SPONSORSHIP OPPORTUNITIES



SHOP FRESH. SHOP LOCAL.

*Photo courtesy of Jessica Cockrum*

# About the **FISHERS FARMERS' MARKET**

Ranked one of the top farmers' markets in the region, the Fishers Farmers' Market showcases vendors from Central Indiana that offer fresh produce, baked goods, honey, specialty food items, meats, cheeses, coffee, plants, and much more! Juried to the strictest standards, the market is a destination for fresh, local, flavorful foods direct from farmers and producers. The 2019 summer market takes place every Saturday, May 4 through October 26 from 8 a.m. to noon at the newly renovated Nickel Plate District Amphitheater in downtown Fishers.

The Fishers Farmers' Market is an ideal way to gain exposure for your business or organization, as sponsors have the unique opportunity to connect with residents from Fishers and the surrounding community and engage the small businesses and vendors at each market.

The Fishers Farmers' Market is organized and managed by Fishers Parks & Recreation. For more information about Fishers Farmers' Market sponsorship opportunities, please contact Sarah Sandquist, Fishers Parks & Recreation Director, at sandquists@fishers.in.us or 317.595-3117.

## **INVEST IN YOUR COMMUNITY**

Your support of the Fishers Farmers' Market reaches beyond the weekly market. In addition to promoting healthy lifestyles through better food choices, your contribution supports local farmers and entrepreneurs, keeping them in business and creating more jobs here in Indiana. Additionally, the market hosts a wide variety of family programs, including live entertainment, cooking demonstrations, yoga, and more. These activities enhance the Fishers community and improve our residents' quality of life.

Approximately 3,500 customers attend the Fishers Farmers' Market each week. Many attendees are from the Fishers community, and several travel from other parts of Hamilton County, Indianapolis, and beyond.



**SHOP FRESH. SHOP LOCAL.**

The Fishers Farmers' Market is promoted in many diverse ways, including but not limited to:

- The City of Fishers official *Think Fishers* magazine mailed to over 34,600 residents
- Printed marketing materials including postcards, banners, and signage distributed throughout the city
- The Fishers Farmers' Market social media channels have over 5,000 combined followers

*Sponsorship agreements must be received by March 1, 2019 to receive all included benefits. Sponsorship agreements received after this deadline may receive lower impressions.*



# Fishers Farmers' Market

## **PRESENTING SPONSOR** (1 available)

**\$10,000**

*contribution*

**298,301**

*estimated impressions*

**\$0.03**

*per impression*

*Sponsorship agreements must be received by **March 1, 2019** to receive all included benefits. Sponsorship agreements received after this deadline may receive lower impressions.*

### **ADVERTISING & PUBLIC RELATIONS**

- Exclusive Presenting Sponsor of the Fishers Farmers' Market
- Named as Presenting Sponsor with major brand inclusion in all marketing collateral, including print and digital marketing (59,813 attendees in 2018)
- Logo inclusion on pole banners located along 116th Street and Municipal Drive through market season
- Named as Presenting Sponsor in Farmers' Market press releases
- Logo included on reusable shopping bags distributed at the market (estimated 5,000 bags to be distributed in 2019)
- Logo and hyperlink on Fishers Farmers' Market webpage (over 13,200 views in 2018)
- Recognition in City of Fishers' *Think Fishers* magazine (sent to over 36,440 households)
- Recognition as Presenting Sponsor on promotional signage, including banners at event
- Brand inclusion on the Fishers Farmers' Market social media channels (15+ posts, including co-promotion across the City of Fishers and Fishers Parks & Recreation channels, over 760,352 impressions in 2018)
- Included in weekly Fishers Parks & Recreation e-newsletters (7 emails sent to more than 3,480 subscribers)
- Logo and hyperlink in City of Fishers and Fishers Parks & Recreation email blast (sent to more than 4,100 subscribers)
- Inclusion in Fishers Parks & Recreation's *Play Fishers* May through August edition (sent to over 36,400 residents)
- First right of refusal for future sponsorship

### **DAY OF EVENT PROMOTIONS**

- Premier 10' x 10' booth every Saturday with the opportunity to distribute promotional materials (59,813 attendees in 2018)
- Public recognition at market every week through stage announcements, etc.

### **LICENSING RIGHTS**

- Opportunity to offer promotions related to the market (pending approval from Public Relations Team)

## Fishers Farmers' Market

# PARTNER SPONSOR

**\$5,000**

*contribution*

**143,836**

*estimated impressions*

**\$0.03**

*per impression*

### ADVERTISING & PUBLIC RELATIONS

- Named as Partner Sponsor with recognition in marketing collateral, including print and digital marketing (59,813 attendees in 2018)
- Recognition as Partner Sponsor on promotional signage at event
- Brand inclusion on the Fishers Farmers' Market social media channels (5+ posts, including co-promotion across the City of Fishers and Fishers Parks & Recreation channels, over 760,352 impressions in 2018)
- Logo and hyperlink on Fishers Farmers' Market webpage (over 13,200 views in 2018)
- Recognition in a weekly Fishers Parks & Recreation e-newsletter (1 email sent to more than 3,480 subscribers)
- Recognition in City of Fishers and Fishers Parks & Recreation email blast (sent to more than 4,100 subscribers)

### DAY OF EVENT PROMOTIONS

- Public recognition at market every week through stage announcements, etc.
- 10' x 10' booth every Saturday with the opportunity to distribute promotional materials (59,813 attendees in 2018)

### LICENSING RIGHTS

- Opportunity to offer promotions related to the market (pending approval from Public Relations Team)

## Fishers Farmers' Market

# FRIEND OF THE MARKET SPONSOR

**\$1,500**

*contribution*

**44,729**

*estimated impressions*

**\$0.03**

*per impression*

### ADVERTISING & PUBLIC RELATIONS

- Name on event signage displayed at three Saturday markets (selected market dates must be approved by Farmers' Market Manager, 3,500 average weekly attendees in 2018)
- Logo and hyperlink on Fishers Farmers' Market webpage (over 13,200 views in 2018)

### DAY OF EVENT PROMOTIONS

- 10' x 10' booth space at three selected Saturday markets with the opportunity to distribute promotional materials
- Public recognition through stage announcements, etc. at three selected Saturday markets

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# Fishers Farmers' Market

## SPONSORSHIP OPPORTUNITIES

	<b>PRESENTING \$10,000</b>	<b>PARTNER \$5,000</b>	<b>FRIENDS OF \$1,500</b>
Recognition in all printed & digital marketing materials	☆		
Logo on Farmers' Market bags distributed at market	☆		
Recognition in <i>Think Fishers</i> magazine	☆		
Logo inclusion on NPD pole banners	☆		
Category exclusivity	☆		
Inclusion in Fishers Parks & Recreation's summer <i>Play Fishers</i>	☆		
Inclusion in Farmers' Market press releases	☆		
Recognition in City & Fishers Parks & Recreation e-blast	☆	☆	
Inclusion in Fishers Parks & Recreation e-newsletters	7 emails	1 email	
Social media promotion	15+ posts	5+ posts	
Recognition on website	☆	☆	☆
Brand inclusion on printed signage at market	Every market	Every market	3 market days
Prominent booth space at market	☆	☆	3 market days
Public recognition at market	Every market	Every market	3 market days
<b>COST PER IMPRESSION</b>	\$0.03	\$0.03	\$0.03