



# Farmers Market Figures

## #1 Farmers Market in North Carolina\*

weekly customers	<b>850</b>
saturdays per season	<b>25</b>
customers last season	<b>21,000</b>
social media followers	<b>6,000+</b>
email subscribers	<b>2,300+</b>
calendar subscribers	<b>1,250+</b>

## #4 Farmers Market in the Southeast\*

\*2019 American Farmland Trust's Farmers Market Celebration contest



## Join the fun!

Contact us today to secure your sponsorship for the 2020 season. Like everything that's fun, availability is limited.

**(919) 567-4010**

**HSFarmersMarket@hollyspringsnc.us**  
**www.HSFarmersMarket.com**



# Get "on board!"

## Become a Sponsor Today!

The nationally-celebrated Holly Springs Farmers Market invites you to **consider how sponsorship could benefit YOUR business!**

Our vibrant market on W. Ballentine Street attracts customers with live **entertainment**, family-friendly **events**, and of course some of the  **freshest produce** and **specialty foods** in the Triangle. Last year we hosted approximately 21,000 customers!

Sponsoring the market is a "**berry good**" opportunity to engage with the local community, build your brand, and put a friendly face to your company's name!



# 2020 Sponsorship Benefits - traditional season

<i>Blue Ribbon</i>	<i>Beets &amp; Jams</i>	<i>Wellness Sponsor</i>	<i>Farm to Table Sponsor</i>	<i>Vendor Spotlight</i>	<i>Little Sprouts</i>	<i>Special Event**</i>	<i>Seed Sponsor</i>
<b>\$5,000</b>	<b>\$3,000</b>	<b>\$2,500</b>	<b>\$2,000</b>	<b>\$1,000</b>	<b>various</b>	<b>\$500</b>	<b>\$250</b>
25 Days at Market	15 Days at Market	12 Days at Market	6 Days at Market	5 Days at Market		2 Event Days at Market	2 Days at Market
Logo on Webpage	Logo on Webpage	Logo on Webpage	Logo on Webpage	Logo on Webpage	Logo on Webpage	Logo on Webpage	Logo on Webpage
Logo on Market Sponsor Board	Logo on Market Sponsor Board	Logo on Market Sponsor Board	Logo on Market Sponsor Board	Logo on Market Sponsor Board	Logo on Market Sponsor Board	Logo on Market Sponsor Board	Logo on Market Sponsor Board
Logo on Market Promotions	Logo on Market Promotions	Logo on Event Promotion	Logo on Event Promotion	Social Media Mention	Logo on Kids Activity Tent Signage	Logo on Event Signage & Promotions	Social Media Mention
Social Media Mention	Social Media Mention	Social Media Mention	Social Media Mention	Logo on Weekly Vendor Signage	Social Media Promotion	Social Media Mention	Logo on Sponsor ID Tent Sign
Logo on Sponsor ID Tent Sign	Logo on Sponsor ID Tent Sign	Logo on Sponsor ID Tent Sign	Logo on Farm to Table Tent	Logo on Sponsor ID Tent Sign	<b>\$500</b> 12 Days at Market*	Logo on Sponsor ID Tent Sign	
Link in Weekly email Update	Logo on Beets & Jams Tent Weekly	Link in event week email Update	Logo on Sponsor ID Tent Sign	Branded Vendor Spotlight Section on Webpage	<b>\$250</b> 6 Days at Market*	Link in event week email Update	
Logo on Market Giveaway	Link in Weekly email Update	Logo on Health-Related Market Giveaway	Link in event week email Update		*pending availability		
Sole Sponsor Logo on non-event Market Ads & Sidewalk A-Frame Signs					Please see the <i>Little Sprouts Activity Guidelines</i>	**Choose from: • Food Truck Rodeos (6/27, 8/29) • Anniversary Party (6/6) • Watermelon Day (8/1) • SproutFest Kids Appreciation Day (9/5) • Oktoberfest (9/26) • Pumpkin-Palooza! (10/10) • Chili Cook Off (11/2)	

There are so many ways to get "on board"

Don't see what you need? We can design a sponsorship customized for your company. You could:

- host the hospitality tent
- host a relevant learning opportunity at the market (eg: canning, composting, knife skills)
- donate a giveaway or gift cards to be used as prizes
- donate promotional items
- cost share with us on services such as printing brochures and signage
- propose something new!

We are happy to work with you to find just the right fit!

Contact us today at:

HSFarmersMarket@hollyspringsnc.us  
or 919-567-4010

All sponsorship levels are based upon availability. Sponsors may not sell products or raise funds at market.

The Farmers Market is managed and operated by the Department of Parks & Recreation.

*Did you know?* The Farmers Market is funded by people like you—through committed sponsors, donations, in-kind services, and vendor fees. The Sponsorship Program provides the funding for dedicated market managers plus all of our family-friendly events, live entertainment, and educational demonstrations. **Without the support of our generous community, the market would not be possible!**