



2016 Sponsorship Program

The Poulsbo Farmers Market is seeking financial sponsors and local partnerships for the upcoming season.

Introduction

The Poulsbo Farmers Market is a long-season market offering fresh, locally-grown produce, prepared foods and hand-crafted products direct from small, regional businesses. Established in 2004, the Market features a variety of vendors, live entertainment, cooking demonstrations, tastings, and special events.

PFM Facts

- ✿ The 2016 market season runs Saturdays, April 2nd to December 17th
- ✿ 2016 will be our sixth year with a winter market, and our third year with extended winter hours: Open 9 am to 2 pm
- ✿ The Market hosted over 24,000 shoppers during the 2015 season with an average of 31 daily vendors
- ✿ Actively seeking partnerships to develop a new, permanent, covered market site
- ✿ Media attention and support from the Poulsbo Chamber of Commerce, Kitsap Community & Agriculture Alliance, North Kitsap Herald, Sound Publishing and other local and regional specialty publications
- ✿ Starting in 2016, PFM will be a recipient of the FINI grant, which will establish an EBT matching program, "Fresh Bucks," along all other Kitsap markets, which includes added advertising in printed and social media, ferries, and extra signage
- ✿ Annual posters featuring sponsor logos

- ✓ Past market posters were designed by artists and market supporters, including past Presidents Virginia Bobrow and Paula Strid, community member Tricia McGarrity, and many others
 - ✓ Market posters are widely placed throughout community storefronts and other public and private locations.
- ✿ The market hosts annual special events:
 - Opening Day
 - Summer Fest
 - Tomato Taste-Off
 - Pumpkin Party
 - ✿ On-site cooking demos and sampling with local cooks and food enthusiasts
 - ✿ Regular activity booths for children and families
 - ✿ Educational “Market U” booths hosted by community members and vendors regarding different skills and practices
 - ✿ Guest speakers, authors and non-profit/community organizations
 - ✿ The Poulsbo Farmers Market is a member of the Washington State Farmers Market Association, the Cascade Harvest Coalition, and the National Farmers Market Coalition.

2015 Market Sponsors:

Well Being Health Center
 Kitsap Credit Union
 Martha & Mary
 Poulsbo Windermere Real Estate
 Hard Rock Inc.
 The Doctors Clinic
 Poulsbo Dental Care

2015 Event Sponsors:

Soroptimist International (Opening Day)
 Fat Apple Bakery (Summerfest)
 Valley Nursery (Tomato Taste-off)
 Pheasant Fields Farm (Pumpkin Party)

2016 PFM Sponsorship Packages

The Poulsbo Farmers Market offers a range of sponsorship packages to address the interests and budget of potential sponsors. Please review and let us know if you have any questions. Thank you!

Poulsbo Farmers Market
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Full Market Sponsorship (\$1000)

- ✓ Prominent logo placement on the annual market poster
- ✓ Recognition on the Poulsbo Farmers Market website, social media, the weekly eNews, and our monthly printed newsletter
- ✓ Public acknowledgment in select media and word-of-mouth goodwill
- ✓ Signage and/or banner at market (30 sq. ft. max)
- ✓ Company information displayed at the Poulsbo Farmers Market booth
- ✓ Opportunity to host a non-sales booth for one Market day per month

Event Sponsorship (\$250) (as available)

The Poulsbo Farmers Market will host the following events in the 2016 season:

- Opening Day
- Summer Fest
- Tomato Taste-Off
- Pumpkin Party

Each event will have one sponsor that will receive:

- ✓ Public acknowledgment in select media and word-of-mouth goodwill
- ✓ Recognition as an event sponsor on the Poulsbo Farmers Market website and through a week-of special feature on social media, the weekly eNews, and our monthly printed newsletter
- ✓ Signage and/or banner at market (30 sq. ft. max)
- ✓ Day-of-event signage at the Market
- ✓ Opportunity to host a non-sales booth for the event day

Day Sponsor (\$100) (not on special event days- see PFM website for availability)

- ✓ Recognition as a day sponsor on the Poulsbo Farmers Market website and through a week-of special feature on social media, the weekly eNews, and our monthly printed newsletter
- ✓ Day-of-event signage at the Market
- ✓ Word-of-mouth goodwill