



**The Memphis Farmers Market is proud to dig into its 17th season Downtown! As we plant another inspiring year for 2022, we invite you to partner with our nonprofit market to support our mission and further your involvement in the Downtown community.**

### **WHO WE ARE**

Founded in 2006, the Memphis Farmers Market is a nonprofit organization committed to bringing sustainable, local food sources to Memphis. Every Saturday, April through October, we host 60 local farmers and artisans, welcoming an average of 2000 shoppers per day.

### **OUR MISSION**

Our mission is rooted in supporting local and regional farmers, producers, and artisans with sustainable business opportunities by creating an affordable weekly market. We work to improve public health by providing access to local, healthy food. With robust, family-friendly programming and entertainment, we educate the community on nutrition and healthy lifestyle choices, while providing a welcoming and vibrant gathering place for our visitors.

### **COMMITMENT TO COMMUNITY AND EQUITY**

As the largest farmers market that accepts SNAP/EBT in the region, we are able to serve all members of our community with healthy food options and education.

### **VENDOR FOCUSED**

Less than half of our annual income is derived from market vendors' weekly stall fee revenues. We rely heavily on sponsorships and event participation to keep costs affordable for our vendors and to maintain and grow our market operations (space, rental, insurance, utilities, etc.).

### **VOLUNTEER DRIVEN**

The market exists thanks to 2 staff members, an all-volunteer Board of Directors and numerous community volunteers who help out each week.

### **POISED FOR GROWTH**

The Downtown area surrounding MFM is undergoing a remarkable revitalization, adding more than 200 new households, along with a movie theater, hotels, restaurants and other businesses. The renovation project immediately surrounding the market represents more than \$56 million in local investment. The Memphis Farmers Market is a vital part of this Downtown Memphis renaissance.

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**PLANT SEEDS WITH US! CHOOSE ONE OF THE FOLLOWING SPONSORSHIP PACKAGES**

**SEASON SPONSOR PACKAGE - \$5,000**

- Company name, logo and hyperlink featured on the MFM website homepage
- Company name, logo and hyperlink in each weekly MFM e-news blast (6,000 active contacts)
- Company logo on the MFM sponsor wall at the market
- Booth space and/or company banner at all special market events
- Recognition during all MFM promotions; including radio, newspaper and television advertising and front and center recognition at all special market events during the 2022 MFM season, including the Bounty Bag, Farm Fest and other fundraisers
- Promotional booth space at 10 market Saturdays to promote your business through handouts, giveaways, and visuals, announced and promoted through our e-news blast and social media

**CULTIVATOR SPONSOR PACKAGE - \$2,500**

- Company name, logo and hyperlink featured on the MFM website homepage
- Company name, logo and hyperlink in each weekly MFM e-news blast (6,000 active contacts)
- Company logo on the MFM sponsor wall at the market
- Booth space and/or company banner at all special market events
- Recognition front and center at all special market events including the Bounty Bag, Farm Fest and other fundraisers
- Promotional booth space at 5 market Saturdays to promote your business through handouts, giveaways, and visuals, announced and promoted through our e-news blast and social media

**SPROUT SPONSOR PACKAGE - \$1,000**

- Company name, logo and hyperlink on the MFM website homepage
- Company name, logo and hyperlink in each weekly MFM e-news blast (6,000 active contacts)
- Company logo on the MFM sponsor wall at the market
- Promotional booth space at 1 market Saturday to promote your business through handouts, giveaways, and visuals, announced and promoted through our e-news blast and social media

**SEED SPONSOR PACKAGE - \$500**

- Company name, logo and hyperlink on the MFM website homepage
- Company name, logo and hyperlink in each weekly MFM e-news blast (6,000 active contacts)
- Company logo on the MFM sponsor wall at the market

Thank you for your consideration. We look forward to partnering with you in 2022!

For more information, please contact:

**Kelly Didato**

Executive Director, Memphis Farmers Market  
901-359-1815 | [manager@memphisfarmersmarket.org](mailto:manager@memphisfarmersmarket.org)