



# Belmont Farmers' Market 2024 Sponsorship Opportunities

Sponsoring the Belmont Farmers' Market offers you great exposure in the community: we brought almost 21,000 shoppers into Belmont Center last season. Our online presence is strong, too, with more than 1800 people on our email list, and over 4000 social media followers. They'll all hear about your support!

[Food assistance](#) is one of our most important activities, because many of our neighbors struggle with food insecurity. Our matching programs helped families stretch their food budgets by \$59,000 last season. We expect numbers to rise in 2024.

We introduced [POP Club](#) last year, where kids get \$3 each week to buy any produce that *they* want to try. This educational program was wildly popular, turning children into savers, shoppers and cooks. We had about 470 kids in the program, and they spent \$4000 on fresh local produce. We expect an even greater turnout this year.

*Can you help the Belmont Farmers' Market continue these and other programs?*

[Sign up now](#), or contact us at [belmontfarmersmarket@gmail.com](mailto:belmontfarmersmarket@gmail.com) or 617.755.4995 to talk about your sponsorship, which is tax-deductible as allowed by law.

## Be a lead sponsor with naming opportunities, or we'll find an amount that suits you

	<b>Sustainer \$10,000</b>	<b>Harvester \$5000</b>	<b>Grower \$3000</b>	<b>Cultivator \$1000</b>	<b>Pollinator \$500</b>
Naming opportunity	<i>Food assistance</i> Logo at the Food Assistance table & web page	<i>POP Club</i> Logo at monthly Activity Day & on web page	<i>Sustainability</i> Logo at the Sustainability station and events	<i>Market Information</i> Logo at the Market InfoStation	
Special mentions on Opening Day	✓	✓			
Story on our sponsors page. Logo on signs & in newsletter	✓	✓	✓	✓	✓
Sponsors Day invitation	✓	✓	✓	✓	✓
Newsletter stories	5	4	3	2	1
Social media stories	7	6	4	3	2

## Your support helps in so many ways

*“The financial help with the matching is great. I was able to eat well because of your market.”*  
— A shopper in our food assistance program

*“The volume of SNAP sales [part of food assistance] increased each week that I attended.”*  
— A vendor at the Market

*“My kids have multiple layers of learning. They learn money and spending and saving, and they get to decide for themselves what they want to eat. The program is really cool.”*  
— Mom of two kids in POP Club

*“I loved using our POP bucks to buy vegetables to use in that night’s dinner. I had never eaten radishes before but used my POP bucks to buy and try some. They were good!”*  
— A POP Club kid

## Sponsorship gives you great exposure to thousands of people

Help us create lasting change in the community by meeting the growing demand for food assistance, by helping a new generation of kids develop lifelong healthy eating habits, and by supporting our sustainability efforts and the Market in general.

**Your logo and stories about your business** We put your logo and a story about your business on our sponsors page. Your logo will also be in each email newsletter, and on signs at the Market entrances.

**Sponsors Day** Meet shoppers at our annual Sponsors Day. Bring informational signs and handouts to let people know about your business.

**Newsletter and social media stories** We will share your support with thousands of Market supporters all year long in our email newsletter and social media posts.

**Naming opportunities** You can be lead sponsor for food assistance, POP Club, sustainability, or market information. We will put your logo in relevant locations at the Market, bringing it to the attention of hundreds of shoppers each week. We will identify you as a lead sponsor in our communications. (We may have one or two lead sponsors in each category.)

**Special mentions** Food Assistance and POP Club sponsors get special mentions on opening day. All lead sponsors get identified through the season on the website, in our regular marketing, and during relevant special events.