



**WINOOSKI
FARMERS
MARKET
FUN
FACTS:**

The Winooski Farmers Market is our biggest event series, operating weekly for six+ months of the year. The market brings fresh and locally grown produce, artisan goods, and international cuisine to Winooski residents, all in a fun atmosphere with music and activities for kids.

The 2024 summer season will be from May 26th to October 20th!

Our summer 2023 season welcomed 36 vendors and generated nearly \$200,000 in sales for these small businesses.

Each market day welcomes resident and nonprofit-hosted community service & education booths free of charge.

On average, 650 visitors enjoyed music by local performers at the market each week of the summer 2023 season.

Contact Melissa Corbin at melissa@downtownwinooski.org or at 802.310.6942 with sponsorship inquires.

SINGLE DAY SPONSORSHIPS

For Small Businesses • 22 Dates Available

Dates covered are at the discretion of the market manager; requests for dates will be considered but not guaranteed.

COMPLETE DAY SPONSORSHIP \$150

- Sponsorship covers cost of musician and children's activity for single day
- Sponsorship signage at music tent and kids activities (signage provided by sponsor)
- Business promo materials displayed at manager's tent all season (materials provided by sponsor)
- Booth space at 1 market day throughout season (tent and set-up provided by sponsor)
- Logo and website link on downtownwinooski.org
- Mention as sponsor in that week's promotional post on social channels with 6K+ followers [1]

MUSIC DAY SPONSORSHIP \$100

- Sponsorship covers cost of musician for single day
- Sponsorship signage at music tent (signage provided by sponsor)
- Business promo materials displayed at manager's tent all season (materials provided by sponsor)
- Logo and website link on downtownwinooski.org
- Mention as sponsor in that week's promotional post on social channels with 6K+ followers [1]

KIDS ACTIVITY DAY SPONSORSHIP \$50

- Sponsorship covers cost of children's activity for single day
- Sponsorship signage at kids activities (signage provided by sponsor)
- Logo and website link on downtownwinooski.org
- Mention as sponsor in that week's promotional post on social channels with 6K+ followers [1]

PRESENTING SPONSOR

\$5000 • Filled

- Winooski Farmers Market 'Presented by Your Company + Downtown Winooski' with prominent logo and company name on all promotional materials, signage, posters, and social posts
- Company signage (provided by sponsor) at site on market days
- Booth space at 6 market days throughout season (tent and set-up provided by sponsor)
- Logo and website link on downtownwinooski.org
- Mention as Presenting Sponsor on monthly email blasts to 3K+ distribution [6]
- Individual business promotion on social channels with 6K+ followers [3]
- Presenting Sponsorship mentions for event promotion on social channels with 6K+ followers [6+]

COMMUNITY ENGAGEMENT SPONSOR

\$3500 • 1 Available

- Scholarships for disadvantaged & BIPOC vendors and children's activities provided by sponsor
- Winooski Farmers Market 'made possible by' with logo and company name on all promotional materials, signage, posters, and social posts
- Mention as Community Engagement sponsor with logo on scholarship-related materials and promotion and signage at kids activities (signage provided by sponsor)
- Booth space at 3 market days throughout season (tent and set-up provided by sponsor)
- Logo and website link on downtownwinooski.org
- Mention as Community Engagement Sponsor on monthly email blasts to 3K+ distribution [6]
- Community Engagement Sponsorship mentions for event promotion on social channels with 6K+ followers [6+]

MUSIC SPONSOR

\$2000 • 1 Available

- Winooski Farmers Market 'with live music sponsored by' with logo and company name on all promotional materials, signage, posters, social posts
- Company Signage at music tent (provided by sponsor)
- Logo and website link on downtownwinooski.org
- Mention as Music Sponsor on monthly email blasts to 3K+ distribution [6]
- Music Sponsorship mentions for event promotion on social channels with 6K+ followers [3+]