



BECOME A SPONSOR!

Farmers Market Sponsorships for May 15 - November 20, 2021

The Upper Merion Farmers Market is an award-winning, producer-only market conveniently located in the heart of King of Prussia. The Market aims to support the local economy, enrich the quality of life in Upper Merion, and promote public health and the environmental benefits of eating local and Pennsylvania's sustainable agriculture.

Every Saturday 9:00AM to 1:00PM from mid-May to mid-November, the Upper Merion Farmers Market becomes the "Town Square" for our Upper Merion community.

With great crowds weekly and special events running monthly, the Upper Merion Farmers Market is a community favorite! In addition to farm fresh vegetables, locally sourced products, and artisans, there's live music each weekend, and plenty of special events throughout the season for our diverse community to enjoy!

Unlike other markets, the Upper Merion Farmers Market only accepts vendors from within a 100-mile radius of Upper Merion Township. The Market has been voted the fourth best farmers market in Pennsylvania by the American Farmland Trust.

The Mission of the Upper Merion Farmers Market:

- Support the local economy by providing fruits, vegetables, and other products directly to the consumer from the producer
- Enrich the quality of life in Upper Merion through additional venue for community interaction in a public space
- Broaden public health and environmental benefits of sustainable agriculture in Pennsylvania

The Upper Merion Farmers Market operates under the umbrella of Upper Merion Township and is overseen by the Farmers Market Advisory Board.

Become a Farmers Market Sponsor!

We are again offering sponsorship opportunities for our neighborhood businesses and corporations. **Sponsorship** is a great way to connect with Upper Merion residents, increase your business' visibility, and build your brand!

By being a sponsor of the Upper Merion Farmers Market, you are playing an essential role in helping the Market continue to thrive and grow.

See the 2021 Sponsorship packages:





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SEASON SPONSOR (28 weeks) May 15 - November 20, 2021

| BENEFIT | PLATINUM \$1,000 | GOLD \$750 | SILVER \$500 |
|---|----------------------|-------------------|-----------------|
| Music Stage Group Sponsor Banner displayed every Saturday Market – logo/name | ✓ logo on top row | ✓ logo | ✓ name |
| Company Name (with click thru) listed on weekly eNewsletter (3,400 subscribers) | ✓ | ✓ | ✓ |
| Logo on Upper Merion Township’s Farmers Market webpage: https://www.umtownship.org/township-information/farmers-market/ | logo | logo | logo |
| Social media post with Company Logo and/or Photo (5,300 followers -- FB, IG, and Twitter) | ✓ every two weeks | ✓ every month | — |
| Digital Sponsor Ad continual rotation on Township Building and Community Center TV monitors (1920w x 1080h) | ✓ 50 times/day | ✓ 25 times/day | — |
| Logo Sponsor Group on A-Frames Display Signs at two major market entrances | ✓ Logo on top row | ✓ logo | — |

TITLE SPONSOR 2021 UM FARMERS MARKET – May 15 - November 20

All Platinum Benefits with Display Table 14 dates



| | |
|---|---|
| Title Sponsor Name (click-thru) in weekly eNewsletter (3,400 subscribers) and Farmers Market webpage for 2021 season (28 weeks) | ✓ |
| Music Stage Group Sponsor Banner displayed behind featured musician every Saturday Market – Logo | ✓ |
| Company Display Table - distribute promotional materials on your Sponsored Market Dates (14 dates of your choice). Your businesses name included in our eNewsletter under “This Week’s Vendors” | ✓ |

GUEST VENDOR (Business Display Table) – \$60 per day

Available for purchase throughout the regular season

Your Business’ Display table. Your business’s name will be included in our e-newsletter under “This Week’s Vendors” (Guest to be secured by Wednesday prior to the upcoming Saturday).

| Special Events 2021 - To Be Confirmed Prior to Opening Day |
|---|
| May 15: Opening Day & 12 th Season Celebration June 12: Family Fun Day July 10: Zucchini 500 (decorated race) September 11: Health & Wellness Day October 30: Halloween Spooktacluar & Barktoberfest November 20: Chili Cook-off Contest |

FRIEND SPONSOR – \$60 for the season

Show your support for local community and sustainable agriculture. Your business name will be included in UMFM eNewsletter (3,400 subscribers) and on Farmers Market 2021 webpage.





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REGISTRATION FORM

Check Your Sponsorship Package

- Title Sponsor (\$1,200) 
- Platinum Level (\$1,000)
- Gold Level (\$750)
- Silver Level (\$500)
- Guest Vendor (\$60)
- Friend (\$60)

Please provide the following advertising items for your company:

1. **Sponsor Logo** [Platinum & Gold levels] – high res image for Banner (group of sponsors) Entertainment stage behind weekly musician and two A-Frames prominently displayed.
2. **Sponsor link (web/social media)** – for weekly UMFM eNewsletter, and social media.
3. **Sponsor Ad / Photo for Social Media** [Platinum & Gold Levels, Title Sponsor] –Company’s high res, print-ready Ads / photos and ad content for UM Farmers Market social media posts.
4. **Digital Display Ad** 1920w x 1080h (print ready) TV monitors at the Township Building | Upper Merion Community Center

Full payment is due with the signing of this advertising / sponsorship agreement.

Amount enclosed: \$_____ (Make all checks payable to “Upper Merion Township”)

Mail: Upper Merion Township c/o Gerri Vattimo 175 W. Valley Forge Road, King of Prussia 19406

Send email including the following: 1) company logo, 2) link, and 3) ad and/or photos to gvattimo@umtownship.org. Contact Gerri Vattimo, Marketing & Sponsorships at 484-636-3899 with questions.





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REGISTRATION FORM

Advertising / Sponsorship Agreement:

As an authorized purchaser for the named organization, I hereby agree to the purchase of the indicated sponsor package. I also agree to abide by the UMFM Sponsorship Agreement set forth above.

| |
|-----------------------|
| Company Name: |
| Contact Person: |
| Address : |
| Phone: |
| Email: |
| Website: |
| Social Media Handles: |

Signature: _____

Date: _____

Upper Merion Township reserves the right to reject any advertising applications for any or all-just causes. Some restrictions apply. The Upper Merion Farmers Market Sponsorship Program is subject to change due to COVID safety directives that may arise during the season.

