



BECOME A SPONSOR!

Farmers Market Sponsorships for May 15 - November 20, 2021

MID-SEASON SPONSORSHIP NOW AVAILABLE!

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! Farm fresh vegetables, locally-sourced products, artisans, live music each weekend, food trucks and special events throughout the season provide lots to enjoy for our patrons!

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!

Sponsorship is a great way to connect with Upper Merion residents, increase your business' visibility, and build your brand! Upper Merion Farmers Market sponsors play an essential role in helping the Market thrive and grow.





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MID-SEASON SPONSOR - 2021 Season

BENEFIT	MID-SEASON GOLD \$650
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
Social media post with Company Logo and/or Photo (5,300 followers -- FB, IG, and Twitter)	✓ every month
Digital Sponsor Ad continual rotation on Township Building and Community Center TV monitors (1920w x 1080h)	✓ 25 times/day

GUEST VENDOR (Business Display Table) – \$60 per market 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
May 15: Opening Day & 12th Season Celebration June 12: Family Fun Day July 10: Zucchini 500 (decorated race) September 11: Health & Wellness Day October 30: Halloween Spooktacular & 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.

Sponsor Promotions: Send email with 1) company logo, 2) link, and 3) digital ad and/or photos to gvattimo@umtownship.org.

- **Sponsor Logo** -high res image **Sponsor link (web/social media)** – for weekly UMFM eNewsletter, and social media
- **Digital Display Ad** -1920w x 1080h (print ready) TV monitors at the Township Building and Upper Merion Community Center

Contact Gerri Vattimo, Marketing & Sponsorships at 484-636-3899 with questions.





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REGISTRATION FORM

Check Your Sponsorship Package:

- MID-SEASON Gold Level (\$650)**
- Guest Vendor (\$60)**
- Friend (\$60)**

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

Advertising / Sponsorship Agreement:

As an authorized purchaser for 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.

