



Sponsorship Opportunities 2017





Become a Renton Farmers Market Sponsor!

Tuesdays 3-7 p.m. - June through September
In the beautiful Piazza Park in downtown Renton

We invite you to become a sponsor of the Renton Farmers Market. Not only as a great way to promote your business, but as an opportunity to support a local community event that connects our community in a positive, healthy way! With over 60 unique vendors, live entertainment, community information, kid's activities and more, this is the place to be in Renton, and this year we will be celebrating our 16th season of bringing local farmers and the community together! Your sponsorship will directly support the Renton Farmers Market and help us continue to provide locally-grown, healthy foods to the community.



Market by the Numbers:

*Over 41,000 shoppers in 2016
Average 2,000 people each Market*

*2016 survey of shoppers showed
55% of respondents shop at the
market at least twice a month!*



2017 Marketing to Include:

- Posters – over 300 distributed to local businesses
- Schedule of Event flyers – thousands printed and distributed at local businesses and events
- Two websites – www.rentonfarmersmarket.com and Farmers Market page on City of Renton website
- Social Media including Facebook, Twitter, Instagram and weekly emails
- Local radio and newspaper advertising
- City of Renton “What’s Happening” guide – summer and fall advertisements. Over 57,000 mailed out and available to public
- Puget Sound Fresh Guide – over 100,000 distributed in Western Washington
- Season-long signage at major Renton roadways, including electronic billboard at State Route 169 (over 43,000 cars each day)

The Renton Farmers Market is coordinated by the City of Renton with the generous support of Piazza Renton and community volunteers. The Renton Farmers Market is a member of the Washington State Farmers Market Association and the Farmers Market Coalition. For more information about the Renton Farmers Market, visit www.rentonfarmersmarket.com.



2017 Sponsorship Levels & Benefits

The Renton Farmers Market offers a wide range of sponsorship opportunities. Please consider the levels below, or contact us to talk about customizing an opportunity just for you. The Renton Farmers Market could not happen without the generous contributions from our business partners. Thank you for your consideration!



Why Sponsor?

Promote your business directly to a dedicated customer base

Shoppers come from all over South King County including Renton, Tukwila, Kent, Bellevue and Seattle

Show your support for the community and local farmers!

Platinum Sponsor: \$10,000 (only 2 opportunities)

- Industry exclusivity
- Up to 16 opportunities for booth space at Renton Farmers Market (priority scheduling)
- Speaking opportunities at Market; distribute business information at Market Information Booth
- Business mentions at the Market
- Logo/business name on marketing materials (*sponsorship must be finalized by printing dates*)
- Logo with link on websites and weekly emails, social media mentions
- Banner with business logo/name displayed at Renton Farmers Market (non-attended days)

UNIQUE OPPORTUNITY! Farmers Market Trailer Sponsor: \$10,000 – Your company logo/images on the Renton Farmers Market trailer! Visible at the market each week as well as other large events in Renton. This is a three-year sponsorship for a total cost of \$10,000.

- Industry exclusivity
- Vinyl wrap on Renton Farmers Market Trailer (sponsor provided; pre-approved design) for 3 years
- Up to 2 opportunities for booth space at Renton Farmers Market each year
- Speaking opportunities at Market; distribute business information at Market Information Booth
- Business mentions at the Market
- Logo/business name on marketing materials (*sponsorship must be finalized by printing dates*)
- Logo with link on websites and weekly emails, social media mentions



Gold Sponsor: \$5000 (only 4 opportunities)

- Up to 5 opportunities for booth space at Renton Farmers Market
- Speaking opportunities at Market; distribute business information at Market Information Booth
- Business mentions at the Market
- Logo/business name on marketing materials (*sponsorship must be finalized by printing dates*)
- Logo with link on websites and weekly emails, social media mentions
- Banner with business logo/name displayed at Renton Farmers Market (non-attended days)

Silver Sponsor: \$2,500 - (only 4 opportunities)

- Up to 2 opportunities for booth space at Renton Farmers Market
- Speaking opportunities at Market; distribute business information at Market Information Booth
- Logo/business name on marketing materials (*sponsorship must be finalized by printing dates*)
- Logo with link on websites and weekly emails, social media mentions
- Banner with business logo/name displayed at Renton Farmers Market (non-attended days)

Friend of the Market: \$1,000

- Banner visible at Market (*sponsor provided*)
- Business/individual link on websites for 2017 season

Market Day Sponsor: \$400 per Market Day (16 dates available)

- Booth provided for your business on the day (*No commercial sales allowed*)
- Speaking opportunities at Market; distribute business information at Market Information Booth (on Market day)
- Link and business info on weekly email for your Market Day, social media mentions

Other sponsorships: IN- KIND Are you a business owner and can provide coffee, water, or lunch for our amazing team of volunteers each week? How about marketing materials such as t-shirts, water bottles or coffee mugs? This is a great opportunity to show your support for the Renton Farmers Market! Contact the Farmers Market Coordinator to discuss.

Your donation as a sponsor may qualify for a federal income tax deduction!
Please consult your tax professional.

	Platinum 2 available	Gold 4 available	Silver 6 available	Friend	Market Day 16 available	Trailer 1 (3 year term)
cost	\$10,000.00	\$5,000.00	\$2,500.00	\$1,000.00	\$400.00	\$10,000.00
industry exclusivity	x					x
booth @ market	up to 16 days	up to 5 dates	up to 2 dates	1 date	1 date	up to 2 dates
speaking opportunity	x	x	x	x	on Market Day	x
materials at market	x	x	x	x	on Market Day	x
logos / link	x	x	x	link only	on Market Day	x
social media mentions	x	x	x	x	on Market Day	x
logos on printed materials	x	x	x			x
banner @ market*	x	x	x	x	on Market Day	

*on non-attended days

For more information, contact: Carrie Olson, Renton Farmers Market Coordinator
 Email: info@rentonfarmersmarket.com Office: 425-430-7214 Cell: 425-766-5388



Funding Agreement

SPONSOR INFORMATION	
NAME OF BUSINESS:	BOOTH REQUESTS: 2017 MARKET DATES: CIRCLE DATE, NOTE PREFERENCE (1ST/2ND) ALL DATES MAY NOT BE AVAILABLE
MAILING ADDRESS:	JUNE 6 13 20 27 JULY 11 18 25 AUGUST 1 8 15 22 29 SEPTEMBER 5 12 19 26
PRIMARY CONTACT NAME & TITLE:	PHONE/CELL:
EMAIL:	WEBSITE:
BRIEFLY TELL US ABOUT YOUR BUSINESS:	
SPONSORSHIP LEVEL	
	FARMERS MARKET TRAILER SPONSOR - \$10,000
	PLATINUM SPONSOR - \$10,000.00
	GOLD SPONSOR - \$5,000.00
	SILVER SPONSOR - \$2,500.00
	FRIEND OF THE MARKET - \$1,000.00
	MARKET DAY SPONSOR - \$400.00 per day (PLEASE NOTE DATE(S) ABOVE)
	IN KIND – FILL OUT SPONSOR INFORMATION AND CONTACT MARKET COORDINATOR

Please note: Booth space at the Renton Farmers Market does not allow commercial sales.

AGREEMENT: The Renton Farmers Market agrees to provide services as outlined in the sponsorship opportunities. The undersigned waives and releases all rights and claims that might be held against the City of Renton, its elected or appointed officials, agents, employees and volunteers to save and hold harmless the City from losses, damages or injuries caused by or result from the Sponsor's own negligent acts or omissions. Renton does not guarantee any benefit or profit to any Sponsor or any person who participates or partakes in the Farmers Market.

Authorized Signature for Sponsor: _____

Printed Name, Title: _____ Date: _____

Authorized Signature for Renton Farmers Market: _____

Printed Name, Title: _____ Date: _____

Carrie Olson, Renton Farmers Market Coordinator

Mailing Address: Renton City Hall, 6th Floor, 1055 South Grady Way, Renton, WA 98057

Email: info@rentonfarmersmarket.com Office: 425-430-7214 Cell: 425-766-5388