

SPONSORSHIP OPPORTUNITIES



LOOKING FOR AN EXCITING AND IMPACTFUL AVENUE TO ENGAGE WITH THE COLUMBIA COMMUNITY?

BECOME A COLUMBIA FARMERS MARKET SPONSOR!

WHO WE ARE

The mission of Columbia Farmers Market is to provide a space for our vibrant community of growers, producers, and makers by supporting, educating, and expanding sustainable mid-Missouri agriculture. By facilitating this community resource, we strive to strengthen relationships between local food producers and food consumers by educating, nourishing, and making local food accessible for all people in our community.



Columbia Farmers Market (CFM) is a local, producer-only farmers market. All vendors come from within a 50-mile radius of Columbia, and all goods sold are grown, raised, or made by our vendors. One of the most anticipated, recurring events for locals and newcomers alike, the market hums to life every Saturday, bringing together farmers, artisans, and customers from all walks of life.

Since its first year in 1980, CFM has grown from a small, modest operation to a thriving, non-profit business in the community. Today, CFM boasts a permanent home in the form of the MU Health Care Pavilion, nestled within Columbia's Agriculture Park. This structure provides a hub for the market alongside other valuable park assets, such as an urban farm, greenhouse, and a schoolhouse for children, enriching the community experience for all.

As a 501(c)3 nonprofit, CFM relies on grants and membership fees to sustain its operations. We need your support to continue to provide the community with access to high-quality, locally-produced food, a vibrant community marketplace, and to keep market fees at a reasonable price for our producers. These sponsorships play a crucial role in covering essential expenses like rent, insurance, staffing, and special programming, enabling CFM to fulfill its mission and serve the community effectively.



With nearly 195,000 customers served in 2023, CFM is ideal for local businesses to connect with the community. As many of our customers come to engage, learn, and try new things, making your brand visible at CFM is an excellent way to market your business.

Sponsor candidates are evaluated individually to ensure there is no direct conflict with CFM's mission. By sponsoring Columbia Farmers Market, your organization shows a shared commitment to fostering a community that supports our local farmers and producers.



INTERESTED IN SPONSORING OUR MARKET? PLEASE CONTACT:

Corrina Smith
Executive Director, Columbia Farmers Market
(573) 823-6889
manager@columbiafarmersmarket.org

CUSTOMER REACH IN 2023



MARKET TRAFFIC AVERAGES

4,559 customers per Saturday Summer Market
2,159 customers per Saturday Winter Market
664 customers per Wednesday Market



CFM VENDORS

93 local farmers and makers from within 50 miles of Columbia



WEBSITE TRAFFIC

91,731 unique page views & 158,682 page views on our website



EMAIL AUDIENCE

Weekly e-newsletter to 5,800 subscribers with a 37% open rate



SOCIAL MEDIA

20,000+ Facebook followers
9,500+ Instagram followers

194,876

TOTAL CUSTOMERS

*ON A BUSY SUMMER SATURDAY,
CFM CAN SEE OVER 6,000 CUSTOMERS.*



5 REASONS TO SPONSOR CFM

1

FLEXIBILITY

You can choose a price range that suits your needs or a program that aligns with your interests and values.

2

EXPAND YOUR NETWORK

Network with vendor businesses to form mutually supportive partnerships beneficial to the functioning of your own business.

3

NEW CUSTOMERS

Introduce your business to CFM's large customer base, which is loyal, enthusiastic, and eager to learn about new ways to improve their lives.

4

SHARED VALUES

Align your business with the message of local and sustainable that is central to our community.

5

GENUINE CONNECTIONS

Connecting with potential customers face-to-face, an increasingly rare opportunity in the era of digital advertising, and one of the driving forces that keeps customers returning to our market.

2023 MARKET STATS



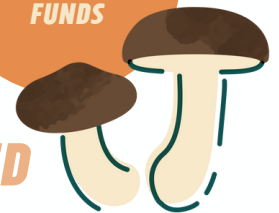
\$4.2 MIL
ESTIMATED VENDOR SALES
15% increase from 2022



3,306
KIDS ACTIVITY PARTICIPANTS



FOOD BENEFITS DISPENSED



\$333,615 CASH VALUE TOKENS DISPENSED



93 VENDORS

76% REPORTED INCREASE IN SALES



VENDORS EMPLOYED

245 PART-TIME EMPLOYEES

255 FULL-TIME EMPLOYEES

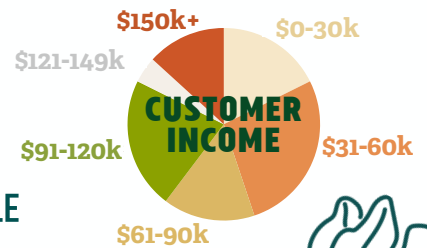


194,876

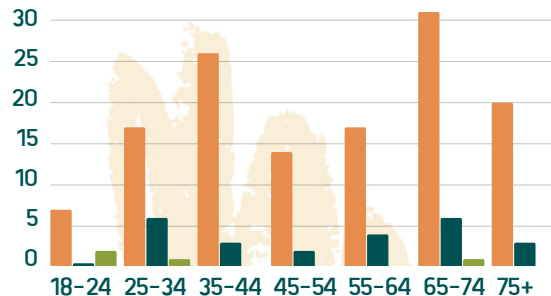
CUSTOMERS
4,559 WEEKLY AVG. ATTENDANCE



80% OF CFM SHOPPERS IDENTIFY AS FEMALE



CUSTOMERS SPENT AN AVG. OF \$50/MARKET



WOMEN
MEN
OTHER

SOURCE: 2023 ANNUAL CUSTOMER SURVEY

SPONSORSHIP OPPORTUNITIES & BENEFITS

PROGRAM ----->	MARKET DAY SPONSOR* INDIVIDUAL	MARKET DAY SPONSOR ORGANIZATION	SAFETY SPONSOR	GOOD FOOD DETECTIVE SPONSOR	MUSIC AT THE MARKET SPONSOR	MARKET AMBASSADOR SPONSOR	COOKING DEMO SPONSOR	KIDS ACTIVITIES SPONSOR	FARM TO TABLE PRESENTING SPONSOR^	OASIS BOOTH PRESENTING SPONSOR^
SPONSORSHIP LEVEL	\$250	\$500	\$1,000	\$2,000	\$2,500	\$3,000	\$4,000	\$6,500	\$10,000	\$15,000
MERCH PACKAGE	X									
RING AN OPENING MARKET BELL	X	X	X	X	X	X	X	X	X	X
<i>AT MARKET BRAND VISIBILITY</i>										
LOGO PLACEMENT ON PROMO FLIER(S)				X					X	
LOGO PLACEMENT ON SIGNAGE AT PROGRAM LOCATION				X	X	X	X	X	X	X
IN-PERSON TABLING OPPORTUNITIES AT THE MARKET**		1	1	1	2	2	3	3	4	8
OTHER TABLING OPPORTUNITIES						2 AT AMBASSADOR TABLES	2 JOIN A DEMO DAY	3 AT SCHOOLHOUSE W/ KID ACTIVITIES		
FARM TO TABLE TICKETS COMPED									6	
<i>ONLINE BRAND VISIBILITY</i>										
LOGO/LINK IN E-NEWSLETTER NEXT TO PROGRAM DESCRIPTION		X		X	X	X	X	X	X	X
DEDICATED SOCIAL MEDIA POSTS			1	1	1	1	2	3	5	7
TAGGED WEEKLY IN INSTAGRAM STORIES					WEEKLY		PER OCCURRENCE	WEEKLY	DURING TICKET PROMOTION	
LOGO/LINK PLACEMENT ON PROGRAM PAGE ON CFM WEBSITE				X	X			X	X	X
LOGO/LINK PLACEMENT ON GENERAL SPONSORS PAGE ON CFM WEBSITE		X	X	X	X	X	X	X	X	X

Don't see a sponsorship opportunity that fits your needs? Our [Market Day Sponsor opportunities](#) may be a great fit for you. We're also happy to help customize a sponsorship package for you!

Sponsorships opportunities run April through March.

*Individuals can choose to sponsor both Wednesday and Saturday markets

**The number of tabling opportunities is for the entire year. Sponsors can choose whether to table at Wednesday, Summer Saturday, or Winter Saturday markets, subject to scheduling availability.

^^ Denotes exclusivity for the program sponsor.

SPONSORSHIP DESCRIPTIONS



SAFETY SPONSOR



We compensate local police officers to ensure the safety of our markets and to maintain smooth traffic flow in and out of the market.



GOOD FOOD DETECTIVE SPONSOR



The Good Food Detectives Club motivates children to embrace healthy eating habits through a weekly take-home activity that educates them about nutritious foods. Kids earn 'Munch Money' for each completed task, which they can use to purchase fruits and vegetables at the market.



MUSIC SPONSOR



Live music at the market offers local musicians a platform to showcase their talents to the community, creating a warm and inviting atmosphere throughout the market.

MARKET AMBASSADOR SPONSOR



Market Ambassadors are friendly points of contact for our customers, answering questions, pointing out vendors, and providing information about market programming and upcoming events.





COOKING DEMO SPONSOR

Cooking Demonstrations offer a platform for local chefs to showcase cooking methods using local ingredients from CFM vendors. These demonstrations inspire CFM customers to sample new dishes, shine a spotlight on local chefs, and bolster our vendors.



KIDS ACTIVITIES SPONSOR

The Kids Activities are weekly interactive drop-in style sessions for children held in the schoolhouse, during the market. These activities aim to educate kids on healthy eating, gardening, and sustainability. In 2023, our Kids Activities attracted 3,306 participants.



FARM TO TABLE DINNER

The Farm to Table Dinner is an annual fundraiser for CFM celebrating local food with over 100 attendees. Local restaurants, chefs, breweries, and businesses come together to celebrate local food, drink, and community. A sponsorship helps relieve the cost of putting on the event, and be recognized leading up to, during and after the event.



OASIS BOOTH SPONSOR

The Oasis Booth offers a solution for financially disadvantaged individuals to utilize their benefits at the market through our incentive initiatives. We provide a matching program for SNAP/WIC recipients, offering up to \$35 per market via the Access to Healthy Food Program and an extra \$25 per market through the Double Up Food Bucks Program. Additionally, through the Produce Prescription Program, local physicians issue prescriptions for fruits and vegetables that can be exchanged with us for market purchases. Furthermore, our market staff sell merchandise and cash-value tokens as alternatives to debit cards for customer convenience.

In 2023, the Oasis recorded \$333,615 from cash-value token sales, \$71,387 from SNAP token sales, \$67,049 from Access to Healthy Food SNAP & WIC matching token sales, \$22,785 from Double Up Food Bucks SNAP matching funds, and \$66,015 from Produce Prescription token sales.





TO SECURE YOUR SPONSORSHIP,

please contact our Executive Director to schedule a time to talk about how you'd like to help CFM.

573-823-6889

MANAGER@COLUMBIAFARMERSMARKET.ORG

