

# 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 over 192,000 customers served in 2024, 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 2024



## MARKET TRAFFIC AVERAGES

4,599 customers per Saturday Summer Market

2,192 customers per Saturday Winter Market

655 customers per Wednesday Market



## CFM VENDORS

99 local farmers and makers from within 50 miles of Columbia



## WEBSITE TRAFFIC

61,737 unique page views & 168,935 page views on our website



## EMAIL AUDIENCE

Weekly e-newsletter to over 6,100 subscribers with a 37% open rate



## SOCIAL MEDIA

22,000+ Facebook followers

11,000+ Instagram followers

# 192,290

## 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.

# 2024 MARKET STATS



**\$4.7 MIL**  
ESTIMATED VENDOR SALES  
11% increase from 2023



**\$820 MUNCH MONEY**  
DISPENSED TO KIDS THROUGH  
GOOD FOOD DETECTIVE CLUB



## FOOD BENEFITS DISPENSED

**\$11,577**  
FARMERS MARKET  
NUTRITION  
PROGRAM

**\$16,425**  
CPS FOOD  
VOUCHERS

**\$20,437**  
DOUBLE UP  
FOOD BUCKS

**\$69,595**  
PRODUCE  
PRESCRIPTION

**\$74,634**  
ACCESS TO  
HEALTHY FOODS

**\$78,344**  
FEDERAL SNAP  
FUNDS



**\$321,425** CASH VALUE TOKENS DISPENSED



**99 VENDORS**

70% REPORTED INCREASE IN SALES



**3,284**  
ACRES  
OF FARMLAND

VENDORS  
EMPLOYED

**267** PART-TIME EMPLOYEES

**238** FULL-TIME EMPLOYEES

**192,290**

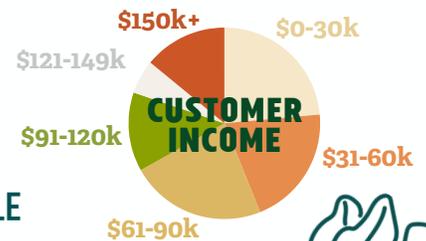


**CUSTOMERS**  
3,696 WEEKLY  
AVG. ATTENDANCE



**76%** OF CFM SHOPPERS  
IDENTIFY AS FEMALE

**CUSTOMERS SPENT AN AVG. OF \$45/MARKET**



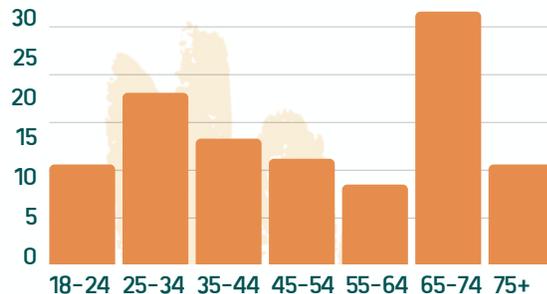
**32%** CFM SHOPPERS FOR 10+ YEARS

**17%** FIRST TIME SHOPPERS

**37%** SHOP WEEKLY

**44%** SPENT MORE THAN LAST YEAR

**45%** SHOP WITH 4-5 VENDORS



**CUSTOMER AGE**



SOURCE: 2024 ANNUAL CUSTOMER SURVEY

# SPONSORSHIP OPPORTUNITIES & BENEFITS

PROGRAM	MARKET DAY SPONSOR* INDIVIDUAL	MARKET DAY SPONSOR ORGANIZATION	SAFETY SPONSOR	GOOD FOOD DETECTIVE CLUB SPONSOR	MUSIC AT THE MARKET SPONSOR	MARKET AMBASSADOR PROGRAM SPONSOR	COOKING DEMO SPONSOR	KIDS ACTIVITIES SPONSOR	FOOD ACCESS SPONSOR	"FARM TO PAVILION" DINNER PRESENTING SPONSOR	OASIS BOOTH PRESENTING SPONSOR^
SPONSORSHIP LEVEL	\$250	\$500	\$1,000	\$2,000	\$2,500	\$3,000	\$4,000	\$4,000	\$5,000	\$1,000 MONETARY OR IN-KIND	\$15,000
\$50 MERCH CREDIT	X	X	X	X	X	X	X	X	X	X	X
RING AN OPENING MARKET BELL	X	X	X	X	X	X	X	X	X	X	X
<b>AT MARKET BRAND VISIBILITY</b>											
LOGO PLACEMENT ON PROMO FLIER(S)				X			X		X	X	X
LOGO PLACEMENT ON SIGNAGE AT PROGRAM LOCATION				X	X	X	X	X	X	X	X
IN-PERSON TABLING OPPORTUNITIES AT THE MARKET**		1	1	1	2	2	2	2	3	1	8
OTHER TABLING OPPORTUNITIES						1 AT AMBASSADOR TABLES	2 JOIN A DEMO DAY	2 AT SCHOOLHOUSE W/ KID ACTIVITIES			
"FARM TO PAVILION" TICKETS COMPED***				2	2	2	2	2	2	2	2
<b>ONLINE BRAND VISIBILITY</b>											
LOGO/LINK IN E- NEWSLETTER NEXT TO PROGRAM DESCRIPTION			NA	X	X	X	X	X	X	X	X
DEDICATED SOCIAL MEDIA POSTS			1	1	1	1	2	2	6	1	7
TAGGED WEEKLY IN INSTAGRAM STORIES					WEEKLY		PER OCCURRENCE	WEEKLY		DURING TICKET PROMOTION	
LOGO/LINK PLACEMENT ON PROGRAM PAGE ON CFM WEBSITE			NA	X	X			X	X	X	X
LOGO/LINK PLACEMENT ON GENERAL SPONSORS PAGE ON CFM WEBSITE		X	X	X	X	X	X	X	X	X	X
LISTED ON CFM'S ANNUAL REPORT			X	X	X	X	X	X	X	X	X
ACKNOWLEDGMENT ON WEBSITE CALENDAR					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. Sponsors can purchase additional tabling dates, if space is available for \$500 per market.

\*\*\*"Farm to Pavilion" dinner is scheduled for 9/8/25.

^^ 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 CLUB 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.



## 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.



## 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.





## 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.



## FOOD ACCESS SPONSOR

Columbia Farmers Market's food incentive programs help families in need stretch their food dollars and access fresh, local food. The **Access to Healthy Food** program matches SNAP and WIC benefits dollar-for-dollar, up to \$35 per market, making healthy food more affordable. Through the **Produce Prescription Program**, local physicians prescribe fruits and vegetables that patients can redeem at the market, supporting both community health and local farmers. A Food Access Sponsorship directly funds these programs, putting more fresh, nutritious food on families' tables while strengthening our local food system. Your support ensures that those who need it most can access high-quality, locally-grown food.



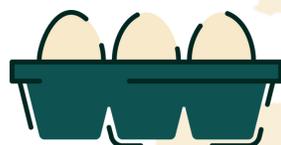
## FARM TO PAVILION DINNER SPONSOR

Farm to Pavilion Dinner is Columbia Farmers Market's annual celebration of local food, now hosted at the MU Health Care Pavilion. This reimagined event offers a more casual, inclusive atmosphere, welcoming even more people to gather and enjoy the best of our local food scene. Guests will experience an evening filled with delicious offerings from local restaurants, chefs, breweries, and businesses, all coming together in support of CFM. A sponsorship helps offset the cost of the event while providing recognition leading up to, during, and after the celebration. By supporting Farm to Pavilion, you're investing in a vibrant local food community and ensuring continued access to fresh, local food for all.



## OASIS BOOTH SPONSOR

The Oasis Booth is the central hub of Columbia Farmers Market, providing essential services that make the market accessible and welcoming. It sells cash-value tokens for customer convenience, manages all food incentive programs, assists SNAP and WIC customers, sells merchandise, and serves as the go-to spot for market information. A sponsorship supports the operations that keep these critical programs running—ensuring families can access fresh, local food, vendors can reach more customers, and the market remains a thriving community space. Your support helps sustain food accessibility, local farmers, and a stronger local food system.





**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

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