HELP US GROW
NEIGHBORHOOD FARMERS MARKETS
2021 partner & sponsorship opportunities

1. MONTHLY FARMERS MARKET SPONSOR $1,500
Options to sponsor one or all markets month-by-month with access to all shoppers through:
- Printed flyers distributed at markets
- Banner display at markets
- Logo display on website homepage and market page
- Inclusion in weekly newsletter and social media channels 2 times during the month

2. FOOD ACCESS ANNUAL PROGRAM PARTNER $3,500
Sponsor a year-round market to support food access programming fees
- Banner displayed year-round at Market 3 times during the year or season
- Logo display on website homepage, market page, and food access page
- Monthly inclusion in newsletter and social media channels 4 times during the year or season
- 1 in-market activation including booth space and $500 in Farm Bucks to give away

3. MATCH PARTNER IN SUPPORT OF GIVING CAMPAIGNS
Help grow NFM’s annual individual giving campaigns through a match sponsorship
- Support highlighted in all pre, post, and campaign materials
- Logo inclusion on website home and support pages
- Inclusion in newsletter and socials 4 weeks prior to giving campaign

4. CURATED APPRECIATION BOXES
Show appreciation while supporting small, local businesses. Perfect for clients, company gifts, and event favors. Minimum order quantities may apply. Cost and contents determined by project.

5. FARM BUCKS TO SUPPORT NUTRITION
Kickstart healthy eating by sponsoring Farm Bucks, NFM’s market currency that allows shoppers to purchase farm goods from vendors. Bucks may be used at any NFM and expire annually on 12/31.

INTERESTED? NEED MORE INFO? WANT MORE OPTIONS?
EMAIL NFMA@SEATTLEFARMERSMARKETS.ORG
HOW WE CONNECT

NEIGHBORHOOD FARMERS MARKETS AT A GLANCE

NFM is the largest Farmers Market organization in Washington State, operating for 28 years. Our markets are consistently recognized as some of the best in the country and our organization is a leader in the local food movement. Since 2005, NFM has granted over $600,000 in grants to small farmers and local food businesses.

FARMERS MARKET NOTES:

Current Digital Audience:
- 12.5k Weekly Email Subscribers
- 29k Facebook Fans
- 33k Instagram Followers
- 17k Twitter Followers

2019 Totals:
- 600k customers annually
- 12.5 million in sales to small businesses
- $444k in Food Access sales

INTRODUCE

Expose your brand to people who make decisions based on values, health, and sustainability. Connect your company to the positivity that is associated with the work we do in the local food system.

IMPROVE

Grow your relationships with customers by connecting in a welcoming, outdoor, neighborhood environment. As facilitators of growth, both in business and in the fields, the farmers markets are places that connect farms, families, and communities.

GRANT

Enable access to fresh, nutrient-dense food by supporting NFM’s food access initiatives. Your support helps us increase purchasing power for low-income shoppers and match local farms with fully funded wholesale contracts to deliver fresh food to 17 area food banks.

SUPPORT

Nourish the local food system in Washington. With help from our sponsors, we fulfill our mission of supporting and strengthening Washington’s small family farms. Our farmers own or lease over 9,600 acres of fertile farmland.

SEIZE

Grasp the opportunity to connect and engage with dedicated weekly shoppers and online followers. If you are interested in showcasing your company’s commitment to the local environment and healthy, happy communities, consider a sponsorship with the Neighborhood Farmers Markets.

EMAIL NFMA@SEATTLEFARMERSMARKETS.ORG
TO DISCUSS YOUR GOALS & NFM’S OPPORTUNITIES
UNIVERSITY DISTRICT
SAT 9A-2P YEAR ROUND
Recognized as one of the best farmers markets in the United States, UDFM is Seattle’s largest food-only market and has been operating since 1993. Conveniently situated between 50th and 52nd Streets on “The Ave” during a typical summer over 5,000 shoppers visit each week including dedicated weekly customers, UW students, and restaurant chefs. It is these long-time vendors and their dedicated shoppers of decades, who help give the University District Farmers Market its hometown feel and community atmosphere, even when featuring over 80 vendors during peak season.

WEST SEATTLE
SUN 10A-2P YEAR ROUND
WSFM opened in 1999 as a seasonal market. In 2015 the market moved from its original parking lot location to the heart of the West Seattle Junction between Alaska and California Avenues. The market is a beloved Sunday ritual and weekend destination for families across Seattle. Our fastest-growing market, the WSFM typically features up to 70 vendors during peak season. Its popularity with both the neighbors and Junction businesses is growing for a reason: the community atmosphere can’t be beat. Neighbors and friends intentionally or unintentionally meet up, families in tow, and enjoy something everyone has in common: the love of quality, Washington grown food, and ingredients.

CAPITOL HILL
SUN 11A-3P YEAR ROUND
CHFM has been open since 2005 and has grown with the Capitol Hill community. During a typical year, the market averages over 2,500 shoppers each week including dedicated weekly shoppers, students, and restaurant chefs. There is an array of brunch ready prepared food vendors who all source ingredients from local, Washington farms, many of whom also join us at the market. The Capitol Hill Farmers Market has recently moved to a permanent home adjacent to the Capitol Hill Light Rail Station.

COLUMBIA CITY
WED 3P-7P MAY-OCT
CCFM has been open since 1998, and has grown with the diverse and cohesive community around it. During a typical year, the market averages 50 vendors and over 2,500 shoppers a day, with many families using the park to gather and picnic on market day, we’re talking pre-COVID of course! The market’s proximity to the light rail station makes it a convenient stop before home for Wednesday evening commuters.

LAKE CITY
THURS 3P-7P JULY-SEPT
LCFM opened in 2002 and typically averages 30 vendors and 2,000 shoppers each week. The market has strong community ties with organizations in the neighborhood including the Lake City Library and the Lake City Community Center neighboring the market footprint. It’s the place to be on Thursdays during market season. To serve its diverse neighbors, the LCFM features unique offerings and global ingredients grown and prepared right here in Washington.

MAGNOLIA
SAT 10A-2P JUNE-SEPT
MFM opened in June of 2003. Nestled in the heart of the Magnolia Village, this farmers market is a lively scene of young families and foodies of all ages. The market typically averages 38 vendors and over 2,700 shoppers per week pre-COVID. Our only seasonal weekend market, the Magnolia Farmers Market has a robust season and includes a Harvest Market on the Saturday before Thanksgiving.