

2023 SEASON

COMMUNITY SUPPORT OPPORTUNITY





BACKGROUND

The Wilmington Farmers Market Association is a 501(c)4 not-for-profit organization responsible for the creation and operation of the seasonal Farmers Market located on the Swain Green across from the Wilmington Town Common.



Dana Burnham
Co-Founder and
Immediate Past President

HISTORY

The Wilmington Farmers Market began in 2010 and has successfully executed 12 seasons. In 2022 we implemented an expansion plan to regenerate the Market to pre-pandemic size.



BOARD OF DIRECTORS



Christine Bauer
Treasurer



Christine Canevari
President



Anna Etherington
Secretary



Mike Geldart
Sponsor Coordinator



Rachelle Toth
Education/Community Coordinator
Kids Table Coordinator



Elise L'Herault
Social Media Coordinator



Cheryl Faro
Vendor Representative



Open Position
Volunteer and/or
Entertainment Coordinator

MARKET COORDINATOR



Joshua Stachowski
Market Coordinator

The Wilmington Farmers Market hired a new Market Coordinator in 2022 after operating on a volunteer basis since mid-season 2019. Joshua has added tremendous value to the Market and is ready for the next phase of growth in 2023.

COMMUNITY YOUTH LIAISON



Bradley Stephen
Community Youth Liaison

In 2021, the Wilmington Farmers Market Association added a Community Youth Liaison to our board of directors. This designation was bestowed upon this impressive young man – Bradley – for outstanding service to the Market during the summer season, as well as his plethora of ideas to improve and expand the Market in the future. This position will be responsible for connecting the Market to the larger Wilmington Youth Community during seasons to come.

2023 SEASON HIGHLIGHTS

- Verified Supplemental Nutrition Assistance Program (SNAP) vendor with Matching Funds
 - Thanks to a grant award from Winchester Hospital, we are now approved to accept SNAP/EBT cards at the Market
 - The Market is committed to match funds for up to 15 families per week, and up to \$20 per family for the next 3 seasons
- Recruit 1-3 new volunteer Board Members
 - SNAP Benefits Coordinator
 - Entertainment Coordinator
 - Volunteer Coordinator
- Expand vendor categories to fill current gaps
 - Coffee
 - Bread
 - Cheese
 - Pasta
 - Prepared foods for on-site consumption
- Engage additional community support to fund:
 - Additional SNAP Matching
 - Entertainment
 - Special Events



SUPPORT OPPORTUNITIES

Season Sponsor



- Website assets
 - Homepage logo or banner
 - Footer logo
 - Logo on Summer Market page
- Social media assets
 - Recognition of support in weekly in-season posts on Facebook and Instagram (10)
 - Exclusive posts with recognition of support (3)
- Physical assets
 - Addition of logo to feather banners (2)
 - Booth space for up to 10 weeks
 - Exclusive 10' banner hung on Market Tent
 - Recognition on sandwich board signage



SUPPORT OPPORTUNITIES

SNAP Matching



- Website assets
 - Logo included on Sponsorship Page
- Social media assets
 - Recognition of support in weekly in-season posts on Facebook and Instagram (5)
 - Exclusive posts with recognition of support (1)
- Physical assets
 - Recognition on sandwich board signage
 - Booth space up to 2 weeks



SUPPORT OPPORTUNITIES

Entertainment Sponsor

An entertainment sponsor will allow the Market to seek out live entertainment weekly. Without an entertainment budget, the Market is limited in how many entertainers we can draw in.

- Website assets
 - Banner graphic on Weekly Events page
- Social media assets
 - Recognition of support associated with listing of entertainers in weekly in-season posts on Facebook and Instagram (10)
 - Exclusive posts with recognition of support (2)
- Physical assets
 - Banner on Entertainment Tent
 - Recognition on sandwich board signage



SUPPORT OPPORTUNITIES

Community Partner

- Website assets
 - Logo included on Sponsorship Page
- Social media assets
 - Recognition of support in weekly in-season posts on Facebook and Instagram (5)
 - Exclusive posts with recognition of support (1)
- Physical assets
 - Recognition on sandwich board signage
 - Booth space up to 2 weeks



SUPPORT OPPORTUNITIES

Special Event Sponsor >>

Each season, the Market hosts a variety of special events such as a Cornhole Tournament, Family Fun Day, and a Pet Parade!

- Website assets
 - Logo included on Weekly Events page
 - Logo associated with Special Event pages (as applicable)
- Social media assets
 - Exclusive posts with recognition of support (2)
- Physical assets
 - Recognition on sandwich board signage
 - Banner hung at Market during Special Event



SUPPORT OPPORTUNITIES

Sponsor Level	Availability	Investment
Season Sponsor	Exclusive	\$ 3,000
Entertainment Sponsor	Exclusive	\$ 1,500
Community Partner	3+ Available	\$ 750
Special Event Sponsor	3+ Available	\$ 500
SNAP Matching	Unlimited	Starting at \$340

Custom Opportunities Available!

**THANK YOU FOR YOUR
CONSIDERATION & SUPPORT**

FOR MORE INFORMATION, PLEASE CONTACT

WilmingtonFarmersMarket1@gmail.com

OR VISIT

www.WilmingtonFarmersMarket.com