

2024 SEASON

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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 13 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



**Christina Reidy**  
Secretary



**Mike Geldart**  
At-Large Member



**Rachelle Toth**  
Education/Community Coordinator  
Kids Table Coordinator



**Elise L'Herault**  
At-Large Member



**Cheryl Faro**  
Vendor Representative



**Open Position(s)**  
Volunteer Coordinator  
Social Media Coordinator

# MARKET COORDINATOR



Open Position  
Market Coordinator

*The Wilmington Farmers Market is currently looking to hire a new Market Coordinator. Interested parties or referrals can email:*

[wilmingtonfarmersmarket1@gmail.com](mailto:wilmingtonfarmersmarket1@gmail.com)

# 2024 SEASON HIGHLIGHTS

- Verified Supplemental Nutrition Assistance Program (SNAP) vendor with Matching Funds
  - Thanks to a grant award from Winchester Hospital, we accept SNAP/EBT cards at the Market
  - Annually we match up to \$4,500 in funds to support community members with food insecurities
- Expanded Entertainment Program
  - More live music is planned for each week
- Recruiting Board Members
  - Social Media Coordinator
  - Vendor Coordinator
- Hiring a Market Coordinator
  - Part-time paid position
- Expand vendor categories to fill current gaps
  - Coffee
  - Cheese
  - Prepared foods for on-site consumption



# 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

## Entertainment Sponsors

Entertainment sponsors allow the Market to seek out high-quality, live entertainment weekly.

- 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 Sponsors



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	2 Available	\$ 1,500
Community Partner	3+ Available	\$ 500
Special Event Sponsor	3+ Available	\$ 500

*Custom Opportunities Available!*

**THANK YOU FOR YOUR  
CONSIDERATION & SUPPORT**

FOR MORE INFORMATION, PLEASE CONTACT

[WilmingtonFarmersMarket1@gmail.com](mailto:WilmingtonFarmersMarket1@gmail.com)

OR VISIT

[www.WilmingtonFarmersMarket.com](http://www.WilmingtonFarmersMarket.com)