

2025 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 14 seasons. In 2022 we implemented an expansion plan to regenerate the Market to pre-pandemic size. We are excited to launch our 15th anniversary season in 2025!



BOARD OF DIRECTORS



Christine Bauer
Treasurer



Christine Canevari
President



Christina Reidy
Secretary



Mike Geldart
At-Large Member



Jennifer Pietropaolo
Volunteer Coordinator



Elise L'Herault
Kid's Activities Coordinator



Cheryl Faro
Vendor Representative



Amie Russell
At-Large Member

MARKET COORDINATOR



Aza Pietropaolo
Market Coordinator

The Wilmington Farmers Market hired a new Market Coordinator during the 2024 Season. Aza Pietropaolo is an active member of the Wilmington community and is a great addition to our team!

COMMUNITY YOUTH LIASON



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 is responsible for connecting the Market to the larger Wilmington Youth Community during seasons to come.

2025 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
 - Live music is lined up for each week
- New Board Members
- Community Group Collaborations
 - Fourth of July Committee
 - We're One Wilmington
 - Wilmington Community Fund
- Expanded 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 Sponsor



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

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

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	Exclusive	\$ 1,500
SNAP Matching Sponsor	3+ Available	<i>Starting at</i> \$ 340
Community Partner	3+ Available	\$ 750
Special Event Sponsor	3+ Available	\$ 500

Custom Opportunities Available!

**THANK YOU FOR YOUR
CONSIDERATION & SUPPORT**

FOR MORE INFORMATION, PLEASE CONTACT

WilmingtonFarmersMarket1@gmail.com

OR VISIT

www.WilmingtonFarmersMarket.com