

2026 SEASON PARTNERSHIP OPPORTUNITIES

INVEST IN COMMUNITY. GROW WITH US.





HISTORY & MISSION

15 YEARS AND GROWING

Operating since 2011, the Wilmington Farmers Market Association is a 501(c)3* not-for-profit organization responsible for the seasonal Farmers Market hosted on the Wilmington Town Common.

Our Mission is to Grow: Community | Education | Together.

- Providing a place where community members can purchase a diverse selection of fresh produce directly from local New England Farmers.
- Partnering with local organizations to educate our community about the importance of healthy eating and sustainable agriculture
- Continuously improving our market to reflect the different needs of the Wilmington community as it grows.

**Status pending*

BOARD OF DIRECTORS



Christine Canevari
President



Christina Reidy
Vice President



Jenna Martin
Treasurer



Jennifer Pietropaolo
Secretary



Mike Geldart
At-Large Member



Nicholas Doyle
Sponsorship Committee Chair



Elise L'Herault
Kid's Activities Coordinator



Cheryl Faro
Vendor Representative



Sean Stanford
Youth Leadership Committee
Chair

MARKET MANAGER



Aza Pietropaolo
Market Coordinator

The Wilmington Farmers Market hired a year-round Market Manager in 2024 to elevate the Market to new levels of growth and activity. Aza is an active member of the Wilmington community and is a friendly face to marketgoers each week! Since hiring Aza, the Market has grown exponentially.

THIS ISN'T SPONSORSHIP


IT'S AN INVESTMENT.

- Fund programs that change lives
- Build authentic, lasting goodwill
- Associate your brand with health, family, and local values
- Measurable community impact



15 SEASONS STRONG & GROWING

	2023	2024	2025	TOTAL GROWTH
Weekly Attendance	245	257	375	+53%
Local Vendors	11	12	15	+36%
Special Events	9	6	12	+33%





MORE THAN FRESH VEGETABLES

IT'S A WEEKLY CELEBRATION.

- Live entertainment every week
- Kids' programming & Power of Produce (PoP) Club
- Signature events like Pet Parade, Christmas in July & Harvest Fest!

REAL IMPACT. MEASURABLE RESULTS

264

Kids enrolled in
PoP Club

\$14k

SNAP matching
distributed

18

Weeks of free
programming

A collage of autumn-themed flowers in brown paper bags and teal buckets. The flowers include dahlias, purple hydrangeas, yellow sunflowers, and various dried floral arrangements. The teal buckets are stacked, and the paper bags are filled with colorful blooms. The background is a mix of green and white.

WHY THIS WORKS FOR YOUR BUSINESS

- Average of 375 engaged visitors weekly
- Authentic alignment with wellness and family values
- 18+ weeks of cost-effective visibility



OUR PARTNERSHIP PHILOSOPHY

- Elegant, authentic brand presence
- No intrusive advertising
- Tasteful signage
- Alignment with like-minded businesses

2026 PARTNERSHIP LEVEL OVERVIEW

LEVEL	Investment	On-Site Presence	Digital Visibility	Social Features	Tickets to Farm to Fork
CULTIVATOR	\$5,000	3 dates	Large Website Logo and weekly Newsletter	18 Posts	6
HARVESTER	\$3,000	2 dates	Medium Website Logo and weekly Newsletter	9 Posts	4
GARDENER	\$1,500	1 date	Small Website Logo and weekly Newsletter	5 Posts	2
POLLINATOR	\$500	Special Event Presence at Market	Logo in One (1) Special Event eBlast	1 Post	-

LET'S PARTNER FOR 2026

ALL SUPPORT CONTRIBUTES TO:

- Supporting food access to those in need
- Providing nutrition education for our community's youth
- Free community programming and entertainment

THANK YOU FOR YOUR CONSIDERATION & SUPPORT

FOR MORE INFORMATION, PLEASE CONTACT
WilmingtonFarmersMarket1@gmail.com

OR VISIT

www.WilmingtonFarmersMarket.com

