



COUNTRYSIDE FARMERS' MARKETS

Business and Corporate Sponsorship Opportunities

About Countryside

Countryside was established in 1999 as a nonprofit partner of Cuyahoga Valley National Park to assist in the creation of an innovative farmland program that leases these historic farmsteads to be cared for by private farmers. There are currently 10 farms in the Countryside Initiative farm program.

About Countryside Farmers' Markets

Countryside began operating farmers' markets in 2004 and have grown to support over 80 businesses, they generate over \$1 million dollars in sales, and serve over 60,000 customers each year.

- Countryside Farmers' Market at Howe Meadow, in Cuyahoga Valley National Park, 4040 Riverview Rd., Peninsula, Saturdays, 9am to 12pm, May – October
- Countryside Farmers' Market at Highland Square, at Will Christy Park, 1175 W Exchange St., Akron, Thursdays, 4pm to 7pm, June – August
- Countryside Old Trail School Winter Farmers' Market, 2315 Ira Rd., Bath, select Saturdays, 9am to 12pm, November – April

Who You Will Reach

Countryside Farmers' Market shoppers are engaged and thoughtful consumers who make purchases and investments that align with their values and their passions. They have healthy and active lifestyles, and care about authenticity, integrity, personal connections, and community.

By the numbers:

- Average customer attendance per market – Howe Meadow: 1500 (peak 2100), Highland Square: 550 (peak 800), Winter: 700 (peak 1000)
- Over 6,000 (and growing!) subscribers to our weekly newsletter
- Over 13,000 (and growing!) followers on Facebook, Twitter and Instagram

A Unique Opportunity

We are recognized locally, regionally, and nationally as a leader in advocacy, education and programs supporting sustainable agriculture and local food.

Our market customers trust us. Aligning your brand with Countryside will create a foundation of trust between them and you.

CONNECTING PEOPLE, FOOD, AND LAND



2020 SPONSORSHIPS

PRESENTING SPONSOR: ALL MARKETS • \$25,000 **LIMITED TO ONE PER YEAR • THANK YOU TO THE JM SMUCKER** **COMPANY FOR THEIR 2020 SUPPORT!**

- Presenting Sponsor billing printed on 2020 market cards (10,000 distribution)
- Presenting Sponsor exclusive a-frame sign at market entrances
- Company name and logo recognition on website (20,887 average monthly visitors/past year) and in weekly eNews
- Monthly digital media features (8,676 Facebook followers, 3,404 Instagram followers, 1,479 Twitter followers)
- Opportunity to table 6 markets for face-to-face interactions with market customers at the market/s of your choice and have a representative from your organization ring the opening bell
- Opportunity to have informational materials at market information booths
- 8 VIP tickets to 2020 special events
- 1 VIP market tour for up to 10 guests at market of choice
- 1 VIP Farm tour for up to 10 guests (May – Oct)

SUPPORTING SPONSOR: ALL MARKETS • \$10,000

- Inclusion on sponsor recognition a-frame sign at market entrances, large format
- Company name recognition on website (20,887 average monthly visitors/past year) and in weekly eNews
- 5 digital media features (8,676 Facebook followers, 3,404 Instagram followers, 1,479 Twitter followers)
- Opportunity to table at up to 3 markets for face-to-face interactions with market customers at the market/s of your choice and have a representative from your organization ring the opening bell
- Opportunity to have informational materials at market information booths

COOKING DEMO DEFENDER: ALL MARKETS • \$8,000

- Sponsor Recognition on banner at cooking demo tent/table, medium format
- Company name recognition on website (20,887 average monthly visitors/past year) and in weekly eNews
- 2 digital media features (8,676 Facebook followers, 3,404 Instagram followers, 1,479 Twitter followers)
- Opportunity to table at up to 2 markets for face-to-face interactions with market customers and have a representative from your organization ring the opening bell
- Opportunity to leave informational materials at market information booth

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SAFETY SPONSOR • \$7,000

- Inclusion on sponsor recognition a-frame sign at market entrance of your preferred market, medium format
- Company name recognition on website (20,887 average monthly visitors/past year) and in weekly eNews
- 2 digital media features (8,676 Facebook followers, 3,404 Instagram followers, 1,479 Twitter followers)
- Opportunity to table at up to 2 markets for face-to-face interactions with market customers and have a representative from your organization ring the opening bell
- Opportunity to leave informational materials at market information booth

MARKET CHAMPION: CHOOSE A MARKET • \$5,000

- Inclusion on sponsor recognition a-frame sign at market entrance of your preferred market, medium format
- Company name recognition on website (20,887 average monthly visitors/past year) and in weekly eNews
- 2 digital media features (8,676 Facebook followers, 3,404 Instagram followers, 1,479 Twitter followers)
- Opportunity to table at up to 2 markets for face-to-face interactions with market customers and have a representative from your organization ring the opening bell
- Opportunity to leave informational materials at market information booth

MUSIC MAKER: ALL MARKETS • \$3,500

- Inclusion on sponsor recognition a-frame sign at market entrance, medium format OR yard sign at musician tent, medium format
- Company name recognition on website (20,887 average monthly visitors/past year) and in weekly eNews
- 2 digital media features (8,676 Facebook followers, 3,404 Instagram followers, 1,479 Twitter followers)
- Opportunity to table at up to 2 markets for face-to-face interactions with market customers and have a representative from your organization ring the opening bell
- Opportunity to leave informational materials at market information booth

COUNTRYSIDE KIDS: ALL MARKETS • \$2,000

- Sponsor Recognition on banner at Countryside Kids tent/table, medium format
- Company name recognition on website (20,887 average monthly visitors/past year) and in weekly eNews
- 2 digital media features (8,676 Facebook followers, 3,404 Instagram followers, 1,479 Twitter followers)
- Opportunity to table at 1 market for face-to-face interactions with market customers and have a representative from your organization ring the opening bell
- Opportunity to leave informational materials at market information booth

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ZERO WASTE: ALL MARKETS • \$2,000

- Sponsor Recognition on banner at Zero Waste tent/table, medium format
- Company name recognition on website (20,887 average monthly visitors/past year) and in weekly eNews
- 2 digital media features (8,676 Facebook followers, 3,404 Instagram followers, 1,479 Twitter followers)
- Opportunity to table at 1 market for face-to-face interactions with market customers and have a representative from your organization ring the opening bell
- Opportunity to leave informational materials at market information booth

PORTAPOTTY PATRON: ALL MARKETS • \$2,000

- Inclusion on sponsor recognition a-frame sign at market entrance, medium format OR yard sign at portapotties, medium format
- Company name recognition on website (20,887 average monthly visitors/past year) and in weekly eNews
- 2 digital media features (8,676 Facebook followers, 3,404 Instagram followers, 1,479 Twitter followers)
- Opportunity to table at 1 market for face-to-face interactions with market customers and have a representative from your organization ring the opening bell
- Opportunity to leave informational materials at market information booth

FRIEND OF THE FARMERS' MARKET: CHOOSE A MARKET • \$1,000

- Inclusion on sponsor recognition a-frame sign at market entrance of your preferred market, small format
- Company name recognition on website (20,887 average monthly visitors/past year)
- Digital media feature (8,676 Facebook followers, 3,404 Instagram followers, 1,479 Twitter followers)
- Opportunity to table at one market for face-to-face interactions with market customers
- Opportunity to leave informational materials at market information booth

Contact:

Erin Molnar, Director of Local Food Programs

330.730.0306, emolnar@cvcountryside.org

www.countrysidefoodandfarms.org

CONNECTING PEOPLE, FOOD, AND LAND



SINGLE DAY SPONSORSHIPS

CHOOSE YOUR MARKET AND DATE

COUNTRYSIDE FARMERS' MARKET AT HOWE MEADOW • \$500

COUNTRYSIDE FARMERS' MARKET AT HIGHLAND SQUARE • \$250

COUNTRYSIDE OLD TRAIL SCHOOL WINTER FARMERS' MARKET • \$250

- Sponsor recognition sign displayed on market information booth table that day
- Digital media feature prior to event (8,676 Facebook followers, 3,404 Instagram followers, 1,479 Twitter followers)
- Sponsor recognition in digital promotions of event
- Opportunity to table at market for face-to-face interactions with market customers

SPECIAL EVENT MARKETS

Our special event markets highlighting seasonal bounties and celebrations of making and sharing food attract more engaged customers. Markets with special events are consistently have the highest attendance and market sales.

These are special opportunities to reach the most customers on a single day.

Contact Erin, information below, for special event dates.

COUNTRYSIDE FARMERS' MARKET AT HOWE MEADOW • \$1,000

COUNTRYSIDE FARMERS' MARKET AT HIGHLAND SQUARE • \$500

COUNTRYSIDE OLD TRAIL SCHOOL WINTER FARMERS' MARKET • \$500

- Sponsor recognition sign displayed on market information booth table that day
- Digital media feature prior to event (8,676 Facebook followers, 3,404 Instagram followers, 1,479 Twitter followers)
- Sponsor recognition in digital promotions of event
- Opportunity to table at market for face-to-face interactions with market customers

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