



Durham Farmers Market 2024 Sponsorship Packet

Sponsorship Packet

Our mission

The Durham Farmers' Market brings people together to celebrate the unique food and culture of downtown Durham and the farms that sustain it. We provide access to fresh food for all of our community, champion small farmers and artisans, and foster a thriving and participatory local economy. In 2021 we were voted the #1 Farmers Market in North Carolina and #5 in the United States.

Why sponsor the DFM?

Build trust with your customers

Partnership with the Durham Farmers' Market tells your customers that you are committed to supporting local, supporting small, and participating in Durham's vibrant economy.

Reach more people

Between 2,500 and 3,500 people attend the Durham Farmers Market each Saturday. With the rapid growth of our city, that number will only continue to rise. That's a lot of people who will see your business name and logo each and every weekend!

Support your city

Sponsoring the Durham Farmers' Market means supporting your city. You are supporting the small businesses and farms who come week after week to serve our community. Your support means more money is staying in Durham, reinforcing and strengthening our city.

Sponsorship Levels

\$250 – spot in the weekly newsletter, business name listed on website, business name listed on sponsorship poster at market

\$500 – plus inclusion on printed material handed out at various organizations around Durham

\$1000 – plus social media mention + **one** Saturday market booth

\$2500 – plus **two** Saturday market booths

\$5000+ – plus a farm tour for organization employees

Sponsorship Projects

All sponsorship projects will have a dedicated sign with their name and logo displayed at the location of the project.

General Operations – any amount

Non-designated sponsorship funds will go towards market operations and/or projects chosen by Market Staff and Board of Directors.

Events Sponsor - \$1,000+ (multiple sponsors needed)

Events at the market are one of the best ways for us to highlight our vendors, bring more customers into the market, and provide a fun and educational experience for our community. Events include days like Strawberry Shindy, Tomato Day, Fall Fest, Earth Day, and this year only, our 25th Anniversary Celebration!

Food Outreach Coordinator – \$2,000

Help us increase awareness of our food benefits programs throughout our community by sponsoring a Food Outreach Coordinator. This person will be primarily responsible for translating and providing bilingual services to our customers whose first language is not English. We want all members of our community to feel like the DFM is their market; accessibility to the proper resources is a crucial component.

*Compost Project - \$4,000 **SPONSORED by No Kid Hungry through December '24***

The option to drop off compost is something that our customers consistently request at the market. Sponsor a whole year of compost drop off (bins, compost collection, and outreach)!

Sprouts Club Kids Programming - \$5,000

Sprouts Club encourages and empowers kids to make healthy food choices through educational activities, opportunities to engage with farmers, and an increased awareness of new fruits and vegetables. After participating in the designated activity each week, kids will be given dedicated market money that can be used at the booth of their choice.

Food Donation Program - \$10,000

In Durham County in 2019, 12% of residents were considered food insecure. This number jumped to 17% when assessing food insecurity in children. The pandemic has only exacerbated the problem of food insecurity in our country, especially in low-income communities. Lack of access is not a result of lack of food. A staggering 40% of food goes to waste each year in the United States. Each week, 60+ vendors attend the Durham Farmers' Market bringing vegetables, meats, breads, cheese. Each week, these same vendors leave with leftovers that often cannot be sold the following week. Struggling against heavily subsidized commercial enterprises, small farms are starting to dwindle at a time when healthy, nutritious food is most needed. A buyback program would allow us to buy these leftover products and donate them to various food distribution organizations. Our goal is to support our farmers while also providing all members of our community with healthy food.