



### About the Market

Since 2007, the Mercer Island Farmers Market (MIFM) has been connecting farmers, consumers, and the Island business community to create a valuable, sustainable community asset. Each season, it provides a weekly opportunity for local residents to shop local, eat well, connect with friends and family, and enjoy music in the park. Despite the challenges of the COVID seasons, MIFM has continued to increase its attendance base, attract new vendors and expand its music program.

- **Average Customers per Market:** ~2,750/market (**11% increase** from 2022)
- **2022 Vendor Participants:** 72 (average of 46/market)
- **2022 Gross Sales:** ~\$900,000 (**27% increase** from 2022)
- **2021 Food Donated:** 1724 pounds produce gleaned
- **Landfill Waste Diverted:** 6+ tons
- **Seasonal Volunteers:** 300+
- **Instagram Followers:** 1,700+ (**28% increase** from 2022)
- **Facebook Followers:** 2,900+ (**5% increase** from 2022)

### Why Sponsor?

With nearly 3,000 visitors per week, the MIFM is a strong platform for engaging with the community and connecting with Washington State producers and artisans. Sponsorship is an opportunity to associate your business with a beloved community event, reaching thousands of Island and nearby residents who are committed to shopping locally. The MIFM relies on the support of our sponsors to keep the market open and thriving.

### Packages

The MIFM is committed to working with sponsors to craft unique packages that align with your organization's priorities. Please see below for our offerings, and don't hesitate to reach out with any specific requests or ideas.



## 2023 MIFM Sponsorship Packages

		Partnering: \$1,000	Presenting: \$2,500	Premier: \$5,000
Sponsor Perks	<b>Personalized Lanyards:</b> An individual lanyard identifying you as a market sponsor to incite conversations during your visit.	★	★	★
	<b>2023 Sponsor Window Cling:</b> Let the community know you support the market from your store or office.	★	★	★
	<b>On Site Tabling Date:</b> To be coordinated through Market Manager ( <b>Partnering 1x, Presenting 2x, Premiering 3x</b> )	★	★	★
	<b>Garden Party Tickets:</b> Invitation to Market Soiree (2 tickets for <b>Presenting</b> , 4 tickets for <b>Premiering</b> )		★	★
	<b>Market Tour and Bounty Basket:</b> Receive a guided tour of the Market, meeting the farmers, community members, with a sampling of goods for home.			★
Sponsor Recognition	<b>Market Banners:</b> : Logo affixed to our two 8'x12' Welcome Banners at market entrance, and our web page banner	★	★	★
	<b>Sponsor Focus Newsletters and Social Media:</b> Shout outs in our start of season Newsletter, end of season Newsletter, and our All Contributor Social Media Carousel	★	★	★
	<b>Branded Sandwich Boards:</b> Logo printed on ten 3'x4' marketing signs placed around Mercer Island		★	★
	<b>Individual Recognition:</b> Individualized focus on your partnership. A personalized Newsletter shout out and social media post: <b>1x each Presenting, 2x each Premiering</b>		★	★
Sponsor Participation	<b>Market Program/Event* Sponsorship:</b> A market program or event 'brought to us by' you! Your logo affixed to any signage or materials associated with program/event ( <b>1x for Presenting, 3x for Premiering</b> )		★	★
	<b>Mic Shout/Reach Out:</b> During our performers lunch break either have MIFM shout out your participation or reach out to the community yourself (3 dates offered, to be scheduled with MIFM)			★
	<b>Optional Collaborated Event or Program:</b> Have an idea for how your organization and the farmers market can partner together? Lets work together to make it happen this season!			★

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