



Farmers Market *Figures*

#3 Farmers Market in North Carolina*

weekly customers	1,200
saturdays per season	46
customers last season	40,000
social media followers	8,700
email subscribers	2,400
calendar subscribers	1,400

#31 Farmers Market in the U.S.*

*American Farmland Trust's
2021 Farmers Market
Celebration contest



Join the
fun!



Contact us today to
secure your sponsorship
for the 2022 season.
Like everything that's fun,
availability is limited.

(919) 567-4010

HSFarmersMarket@hollyspringsnc.gov
www.HSFarmersMarket.com



Grow your business while growing *Community*

The nationally-celebrated
Holly Springs Farmers Market
invites you to **consider how
sponsorship could benefit
YOUR business!**

Our vibrant downtown
market attracts customers
with fresh local produce and
specialty foods as well as live
entertainment and family-
friendly events. In 2021 we had
record-breaking attendance—
more than 40,000 customers!

Sponsoring the market is a
great opportunity to engage
with the local community,
build your brand, and put
a friendly face to your
company's name!

Season Sponsor | \$5,000

- Reserved space for business presence at market
- Logo on website
- Logo on market sponsor board
- Logo on market promotions
- Social media mentions
- Link in weekly email update
- Logo on market giveaway
- Sole sponsor logo on non-event market ads
- Sole sponsor logo on sidewalk A-frame signs

Cooking Demo Sponsor | \$250/event

- Business presence at market on event day
- Logo on website
- Logo on market sponsor board
- Logo on applicable weeks' farm to table market promotions including recipe cards
- Social media mentions on applicable weeks' farm to table market promotions
- Logo on Farm to Table tent during applicable weeks
- Link in event week email update

Market Day Business Sponsor | \$100

- Business presence at market on event day
- Logo on website
- Logo on market sponsor board

Beets & Jams Music Sponsor | \$3,500

- Reserved space for business presence at market
- Logo on website
- Logo on market sponsor board
- Logo on applicable weeks' Beets & Jams music series promotions
- Social media mentions on weekly Beets & Jams market promotions
- Link in weekly email update
- Logo on Beets & Jams Tent signage

Special Event Sponsor | \$250/event

- Business presence at market on event day, when attendance is typically higher than usual
- Logo on website
- Logo on market sponsor board
- Logo on event market promotions
- Social media mentions related to event
- Link in event week email update

Check our website for available events

Kids Activity Sponsor | \$50/week

- Business presence at market on selected week providing an approved kids activity
- Logo on website
- Logo on market sponsor board
- Social media mentions related to applicable weeks' kids activities

Wellness Sponsor | \$2,500

- Business presence at market 12 days
- Logo on website
- Logo on market sponsor board
- Logo on wellness event market promotions
- Social media mentions
- Link in weekly email update
- Logo on health-related market giveaway
- Special wellness activities/promotions

Nutrition Incentive Sponsor | \$1,000

- Business presence at market 6 days
- Logo on website
- Logo on market sponsor board
- Logo on nutrition incentive market promotions & signage
- Social media mentions related to nutrition incentive programs
- Link in six weeks' email updates

Vendor Spotlight Sponsor | \$30/week

- Logo on website
- Logo on market sponsor board
- Social media mentions with vendor spotlight
- Logo on applicable weeks' vendor spotlight signage
- Logo on applicable weeks' vendor spotlight section of website
- Logo in applicable weeks' email update