



Common Greens Farmers' Markets

2024

Sponsorship Opportunities

Connect to community and
increase visibility!

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**COMMON
GREENS**



FARMS • FOOD • COMMUNITY



Introduction

We invite you to be a part of something truly special - the Common Greens Farmers Markets, proudly celebrating over 20 years as one of Columbus' largest and most cherished gatherings of farmers and food enthusiasts. With four vibrant locations in Clintonville, Bexley, Upper Arlington, and the newest addition, OhioHealth, our markets connect over 110 regional farmers and producers with a community of 90,000+ eager customers.



Why align your brand with the Common Greens markets?

Connect with new consumer and business markets:

Our customers span generations and include families, foodies, healthy eaters and green consumers.

Build customer loyalty and trust:

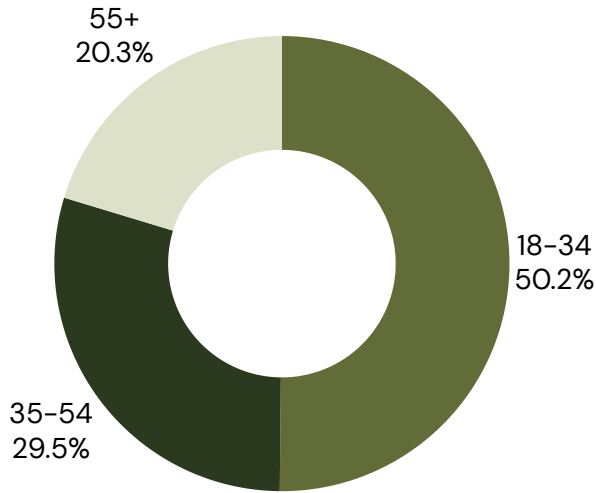
Sponsoring Common Greens farmers markets demonstrates your commitment to community health and nutrition, small businesses, sustainability, diversity and economic development.

Communicate key messages:

Our communications team will help you tell your company's story to Common Greens dedicated followers, through the weekly newsletter, facebook and instagram.



Who are our shoppers ?



- 90,000+ shoppers per season
- 20% shoppers have 1+ children with them at market
- 41% shoppers have an income \$100k+
- 87% of shoppers spend 30+ minutes at the market
- 25% of shoppers attend 15+ market days a season

How do we promote our markets?

Digital Marketing

2,800+ email subscribers, 13,900+ Instagram followers 20,500+ Facebook followers

The Web:

Commongreens.org is a hub for people to find the markets, get market information and see what is happening at market that week.

Traditional Marketing:

Print materials- banners, flyers, posters, newspapers, billboards and radio spots on NPR and WCBE

Partnerships:

Work with local organizations and governments to spread the word about our markets to the city's residence and visitors

Social Media & Web Reach

Newsletter Subscribers: **2.9k+**

Instagram Followers: **13.9k+**

Facebook Followers: **20.5k+**

Sponsorship Packages



Presenting

Recognition throughout the markets, promotional materials and communications as Presenting Sponsor

Attend each market 1x per month (up to 30 markets)

Logo on main market signage and sponsored activity of choice

Dedicated newsletter story & logo + links in every newsletter & web

30 Instagram & Facebook shoutouts

Logo on all promotional materials

*+benefits from lower tiers

\$12,000



Programs

Recognition throughout the markets as the Sponsor of specific programs such as kids cook, the chef series, the music tent, and more

Attend each market 3 times (12 markets)

Logo on main market signage

Logo & links on website

12 Instagram & Facebook shoutouts

Logo on sponsored activity of choice

*+benefits from lower tiers

\$5,000



Food Access

Recognition on all of our food access materials as the Sponsor helping support access of fresh foods to all regardless of income

Attend each market 1 time (4 markets)

Option to attend more markets for \$100 each

Logo & links on website

4 Instagram & Facebook shoutouts

Dedicated newsletter story

*+benefits from lower tiers

\$2,500



Sprouts

Promote your brand and at 2 markets and let your company shine!

Attend 2 market 1 time (2 markets)

Option to attend more markets for \$150 each

2 Instagram & Facebook shoutouts

Dedicated social media post

Logo on main market signage

*+benefits from lower tiers

\$1,000



Seeds

Write a short description explaining about this sponsorship package.

Attend 1 market 1 time

Option to attend more markets for \$250 each

Logo on main market signage

Dedicated social media post

*+benefits from lower tiers

\$500



Soil

Write a short description explaining about this sponsorship package.

Logo on website with active link

Logo on main market signage

Dedicated social media post

\$250



Your sponsorship of the Common Greens markets promotes your brand, contributes to the growth of local economies and the accessibility of nutritious foods for all.

**Support local.
Eat Fresh.**

Contact

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