



**HILLSDALE
FARMERS'
MARKET**

{est. 2002}

Where the Harvest and Hillsdale Meet

2024 – 2025

Market

Sponsorship

Information



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Since 2002, the Hillsdale Farmers' Market has been where the harvest and Hillsdale meet. We are the place where SW Portland residents can buy the best the Northwest has to offer.

We are one of the few local farmers' markets that run year-round. While we remain a very "farmer forward" market, focusing on farmers, ranchers, fisheries, bakers and other local food producers, we also welcome artisan craft vendors for the holidays as some of our seasonal produce vendors leave the market for the colder months.



We are actively **seeking partnerships with neighboring businesses**, in order to collaborate and boost both of our endeavors. The mission of our market is to bring the freshest foods to our community. We want to feed the families of SW Portland, while simultaneously supporting the small businesses that are made up our farmers and vendors.

Through Hillsdale Farmers' Market, you and your company will have the unique opportunity to participate with and engage your customer base where they are most comfortable: where they eat!

Consider becoming a beloved partner organization to our farmers' market!

Small business sponsorship like yours, whether in dollars, materials, or services, are what allows our market to thrive.





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By the Numbers for 2023

1,965 Average daily customer count in the summer

An increase of 6% over 2022!

1,024 Average daily customer count in the winter

An increase of 10% over 2022!



2,250 SW Portland households receiving “The Grapevine,” our weekly e-newsletter

We have a steady readership rate of 60%

536 Children served by the Power of Produce program in 2023

An increase of 54% over 2022!

3.2k Followers on Instagram

@HillsdaleFarmersMarketPDX

3.5k Followers on Facebook

@HillsdaleFarmersMarketPDX

4,293 Average monthly visits to our website

www.hillsdalefarmersmarket.com



Considering Quantitative vs Qualitative Results

These numbers are intended to give you a sense of the customer engagement that we can offer your business. It is worth noting that these numbers do not capture the quality of those interactions.

Our farmers market is a community hub where neighbors gather every week, with sincere dedication and a culture of long term trust built between our brand and our shopper base.

We want you to have the chance to join this culture of small-town intimacy in a sliver of the big city.



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In exchange for your fiscal sponsorship, we'd like to offer your business exposure to, and engagement with, our dedicated market shoppers. Take a look at what we have to offer and consider at what level you'd like to partner with our market.

Logo displayed on market banner*	\$200/season
Presence on our website through the season	\$200/season
Logo and link included in our e-newsletters	\$300/season
Feature on social media—post + stories (1x)	\$325/instance
Reel on social media (1x)	\$400/instance
Booth at the market (1x)	\$500/appearance
Booth at the market on a special event day (1x)	\$800/appearance

Special events are our highest foot traffic days during the peak season, such as the fourth of July. If you are interested in sponsoring an event day specifically, please see the next page.



Our 2024-25 season runs April 7, 2024 - April 6, 2025,
spanning 43 scheduled market dates

* To be included on the season banner your sponsorship agreement must be in place & funded by [4/26/24](#)



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If you are interested in sponsoring the market at a higher level, consider supporting our community programming! These opportunities **provide your business with the most visibility to our shoppers** and Hillsdale families.

The Power of Produce Club

Running April through October, POP provides a free kids' activity at every market, to encourage interest in eating and cooking with local produce. In addition to an activity, each child also receives \$4 to spend on the fruit or vegetable of their choice.

Sponsorship includes: Your logo placed on our POP Bucks and info sheets, which go home with hundreds of families every week. Your logo and link will be included with POP information in our e-newsletter and on our website. *This program costs ~\$9,000/season.*



Special Market Events

Every year we host a series of market events, such as the Red, White, and Blueberry Bonanza (July 4th), Tomatomania (August or September), Halloween market (October), Stock Your Shelves (December), and March Madness (March). Each of these events draw shoppers to our market for free activities, events, or giveaways.

Sponsorship includes: "Event Name presented by Your Company" in all marketing materials, and the chance for your employees to run the program booth and interact directly with our customers.

Event sponsorship cost varies per event but is typically ~\$1,500.



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Next Steps with Hillsdale Farmers' Market

We are so pleased you want to partner with us! We truly believe this is the beginning of a prosperous relationship for both your business and our market.

We know that every business is unique, and you have your own specific needs. We want to make your sponsorship package tailored to YOU and what will help bring customers to you.

Take a look at the options we have available.

Maybe your primarily online business wants more digital exposure, and you'll opt for a \$825 annual package featuring your logo on our website, in our highly read e-newsletter, and featured on our social media platforms.

Maybe you know you best secure a deal when you are face to face, so you want to sponsor the market for \$1,500 annually and reserve three market days, so you talk directly to our shoppers.

Maybe you have materials or services you want to offer to the market (like tents, printing services, or truck maintenance), in exchange for the sponsorship elements that best suit you.

The choice is yours! We'd love to hear what you're thinking and how we can help.

Get in touch with market management via email at
contact@hillsdalefarmersmarket.com,
or on the phone at 503-475-6555.

You can find us on social media at [@hillsdalefarmersmarketpdx](https://www.instagram.com/hillsdalefarmersmarketpdx),
and at www.hillsdalefarmersmarket.com