



Monroe Street Farmers Market 2024 SPONSORSHIP INFORMATION

The Monroe Street Farmers Market (MSFM) is located in the heart of Madison's near westside, within easy walking and biking distance of the Vilas, Regent, and Dudgeon-Monroe neighborhoods. Located at the Edgewood High School parking lot, MSFM strives to provide a diverse offering of local and fresh produce, handmade crafts, artisanal goods and food items, breakfast and lunch items, live music, and free family-friendly activities every Sunday from May 5 through October 27. Entering its tenth season, MSFM features dozens of local farmers/makers, multiple food carts, and hundreds of weekly market attendees.

Our mission is to:

- Offer high quality, reasonably priced produce/goods within walking/biking distance of near westside neighborhoods
- Create opportunities for local, small, independent enterprises
- Preserve the unique agricultural heritage of the Madison area by strengthening the connections between urban and rural communities, and consumers and producers
- Provide a space for community engagement, interaction, entertainment, and cultural enrichment
- Build and strengthen community by welcoming neighborhood residents and visitors



MSFM relies on community partners to ensure the market's success and long-term viability.

Sponsors are critical to: keep vendor fees competitive for local farmers/producers, accept SNAP/EBT payments, host fun events for visitors of all ages, produce printed marketing materials, conduct online social media campaigns to increase participation in the local food system, and to purchase necessary market equipment.



Help us build community by sponsoring MSFM.

The 2024 sponsorship levels are listed below. We encourage sponsors to take advantage of all the benefits of each level and we welcome any questions or inquiries.

SPONSORSHIP	HOMESTEAD \$1,000 & ABOVE	ORCHARD \$500	GARDEN \$250
In-person market appearances to promote your business and meet/chat with market attendees	3	1	No
Enewsletter recognition (logo and website)	3	2	1
Facebook and Instagram posts	5	3	2
End of Market Celebration Tickets	4	2	2
Recognized on all other marketing materials, including banners and flyers, and on the website	Yes	Yes	Yes

“FRIENDS OF THE MARKET”

Individual/Family Sponsorship

Cost: \$100

Benefits: Two End of Market Celebration Tickets

Recognition: MSFM website, newsletter & social media

Enewsletter: 700

Instagram: 2,610

Facebook: 2,860

Avg. pageviews/mth.: 2,600



“Supporting a neighborhood market like the Monroe Street Farmer’s Market is not only a great way to engage with our community, it puts our brand in front of recurring local customers!”

-Matt, past sponsor

Logos, copy, creative and payment are due no later than **April 1, 2024**. Checks should be made out to Monroe Street Farmers’ Market. Submit all sponsor-related inquiries and payments to:

Janice Poehlman, MSFM Board Member Email: janice.poehlman@gmail.com Phone: (608) 561-8290
P.O. Box 5647, Madison, WI 53705

monroestreetfarmersmarket.org

