



2022

SPONSORSHIP
OPPORTUNITIES

ABOUT

We're Bethlehem's first and longest-running local, producer-only farmers' market! Bethlehem Farmers' Market, owned and managed by Lehigh University, operates as a non-profit, seasonal, community service for Southside Bethlehem that:

- addresses our community's food desert issue;
- offers a place for community engagement and interaction;
- educates the community about nutrition, agriculture, and sustainability;
- promotes non-profit and community partners;
- acts as an economic incubator for small businesses and farms in the Lehigh Valley.



FRESH. LOCAL. TOGETHER.

Bethlehem Farmers' Market happens 10 am-2 pm every Thursday from April 28 through November 10 at Farrington Square on New and Morton Streets in Southside Bethlehem.



As a proud member of Buy Fresh Buy Local of the Greater Lehigh Valley, we are a **producer-only market**. Our vendors come from around the local area, and they grow and/or make what they sell. Whenever possible, their products include locally sourced ingredients. We encourage vendors to accept payment via SNAP benefits and FMNP vouchers, and those who can, do!

Each season our 12+ vendors offer fresh, local vegetables, fruits, and other products, ranging from eggs and organic chicken to breads and pastries, vegetarian and vegan dishes, peanut butter, desserts, lunch items, flowers, personal care products, and more.



SAY "YES" TO FRESH!

By saying "Yes" to sponsorship, you're also saying "Yes" to FRESH. As a non-profit service to the community, Bethlehem Farmers' Market depends on the generosity of businesses and individuals. Sponsor dollars allow us to offer fee-free market spaces for vendors and community groups, to compensate our musicians, to pay City fees for our food truck vendors, and to bring educational and cultural activities to our market.

We welcome in-kind/trade sponsorships too, and are happy to talk with you about creative partnerships. Your support at any level helps us engage with and educate our community about the benefits of farmers' markets and fresh, local foods.

GARDEN SPONSOR

\$200

- Logo on Bethlehem Farmers' Market website
- Ability to place marketing materials at Bethlehem Farmers' Market welcome table
- Business name on this season's promotional giveaway

FARM SPONSOR

\$500

- Logo on Bethlehem Farmers' Market website
- Ability to place marketing materials at Bethlehem Farmers' Market welcome table
- Business name on this season's promotional giveaway
- Guaranteed booth space at a Bethlehem Farmers' Market day of your choice
- Logo on marketing materials including newsletter

HARVEST SPONSOR

\$1,000

- Logo on Bethlehem Farmers' Market website
- Ability to place marketing materials at Bethlehem Farmers' Market welcome table
- Business name on this season's promotional giveaway
- Guaranteed booth space at a Bethlehem Farmers' Market day of your choice
- Logo on marketing materials including newsletter
- Guaranteed monthly mentions across all Bethlehem Farmers' Market social media



Live music is a popular feature of our market every Thursday. Performances by local musicians enhance the market experience each week and make Bethlehem Farmers' Market an inviting lunchtime destination. Say "Yes" to fresh, local food AND music by signing on as our exclusive Orchard Sponsor.

By sponsoring the 2022 season's entertainment series, you're not only reinforcing the sustainability of our market, but also enabling us to support local artists through compensation and contributing to a vibrant and flourishing Southside Arts District.

ORCHARD SPONSOR

\$3,500

- Exclusive sponsor of Bethlehem Farmers' Market entertainment series featuring 25 live performances by local artists
- Logo on Bethlehem Farmers' Market website
- Ability to place marketing materials at Bethlehem Farmers' Market welcome table
- Guaranteed booth space at a Bethlehem Farmers' Market day of your choice
- Logo on marketing materials including newsletter
- Prominent business name placement on this season's promotional giveaway
- Ad placement or business spotlight in newsletter
- Guaranteed monthly mentions across all Bethlehem Farmers' Market social media
- Recognition at Opening Day and End of Season events





Every year, Bethlehem Farmers' Market offers an exclusive opportunity for one sponsor that believes small businesses, health and wellness, education and the arts strengthen the economic vitality of Southside Bethlehem. For more than a decade, Bethlehem Farmers' Market has served as a community resource to small businesses, farmers, artists, community organizations, low-income families, children, seniors, and more. From fresh produce to handmade products, live music, special programming, and community partnerships, Bethlehem Farmers' Market works continually to better engage and educate our community. Your support will ensure that Bethlehem Farmers' Market operates at peak efficiency and efficacy in meeting our mission this season and for years to come.

PRESENTING SPONSOR **\$5,000**

- Exclusive sponsor of Bethlehem Farmers' Market in all advertising and communications
- Logo on banner/street signage displayed for duration of season (commit by April 1)
- Spotlight post across all Bethlehem Farmers' Market social media
- Ad placement and business spotlight in newsletter
- (1) ad on 4 Lehigh University transit buses for duration of season
- (1) ad on Mail Center & Bookstore TV for duration of season
- Logo on Bethlehem Farmers' Market website
- Ability to place marketing materials at Bethlehem Farmers' Market welcome table
- Guaranteed booth space at a Bethlehem Farmers' Market day of your choice
- Logo placement on marketing materials including newsletter
- Leading business name placement on this season's promotional giveaway
- Guaranteed monthly mentions across all Bethlehem Farmers' Market social media
- Recognition at Opening Day and End of Season events