

BETHLEHEM
Farmers'
Market 

2024
SPONSORSHIP
OPPORTUNITIES

ABOUT

We're entering our 17th season as 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 pops up at Farrington Square on New and Morton Streets in Southside Bethlehem once a week from late April through early November.



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.

By the Numbers

- **1.3k people** visit the market weekly on average
- **Over 9.4k** Students, Staff, & Faculty at Lehigh University
- **77.6k** people live in Bethlehem, PA
- **\$62,072** is the median household income in Bethlehem, PA

COMMUNITY SPONSOR

\$50

Community Sponsorships are intended to promote engagement between the market and our neighbors in the surrounding community.

Benefits include:

- Logo on the Bethlehem Farmers' Market website
- Listing in weekly Bethlehem Farmers' Market newsletter
- Ability to place marketing materials at the Bethlehem Farmers' Market welcome table
- Guaranteed monthly mentions across Bethlehem Farmers' Market social media



Over 40% of shoppers are doing other downtown shopping when they come to the farmers' market



By sponsoring the 2024 season's entertainment series, you're not only reinforcing the sustainability of our market, but supporting 20+ local artists and contributing to a vibrant and flourishing Southside Arts District.

BIRDSONG SPONSOR

\$150

Birdsong Sponsorships directly support musician performances. Live music is a popular feature of our market every week. Performances by local musicians enhance the market experience and make the Bethlehem Farmers' Market an inviting lunchtime destination.

Benefits include:

- Logo on the Bethlehem Farmers' Market website
- Listing in weekly Bethlehem Farmers' Market newsletter
- Ability to place marketing materials at the Bethlehem Farmers' Market welcome table
- Guaranteed monthly mentions across Bethlehem Farmers' Market social media
- + ***Musician mentions throughout the season***

GARDEN SPONSOR

\$250

Garden Sponsorships directly support marketing and advertising initiatives. Marketing and advertising ensure that the local community knows when the market is happening and all it has to offer. Help us grow our marketing and advertising efforts for the farmers' market.

Benefits include:

- Logo on the Bethlehem Farmers' Market website
- Listing in weekly Bethlehem Farmers' Market newsletter
- Ability to place marketing materials at the Bethlehem Farmers' Market welcome table
- Guaranteed monthly mentions across Bethlehem Farmers' Market social media
- + ***Musician mentions throughout the season***
- + ***Recognition at Opening Day and End of Season events***



DIGITAL REACH

- **850+** email subscribers weekly
- **3.9k+** Instagram followers to date
- **5.2k+** Facebook followers to date
- **5.7k** unique website page views annually on average

LOCAL HARVEST SPONSOR

\$500

Local Harvest Sponsorships directly support programming and special events hosted at the market as well as giveaways and merchandise.

Benefits include:

- Logo on the Bethlehem Farmers' Market website
- Listing in weekly Bethlehem Farmers' Market newsletter
- Ability to place marketing materials at the Bethlehem Farmers' Market welcome table
- Guaranteed monthly mentions across Bethlehem Farmers' Market social media
- + ***Musician mentions throughout the season***
- + ***Recognition at Opening Day and End of Season events***
- + ***Ad placement or business spotlight in newsletter***
- + ***Guaranteed booth space at a market day of your choice***

DIGITAL SPONSOR

\$500

Digital Harvest Sponsorships directly support programming and special events hosted at the market as well as giveaways and merchandise. For sponsors who are not located in the Lehigh Valley, digital sponsorship gives you the exposure of our web site, newsletter, and social media.

Benefits include:

- Logo on the Bethlehem Farmers' Market website
- Listing in weekly Bethlehem Farmers' Market newsletter
- Ability to place marketing materials at the Bethlehem Farmers' Market welcome table
- Guaranteed monthly mentions across Bethlehem Farmers' Market social media
- + ***Musician mentions throughout the season***
- + ***Recognition at Opening Day and End of Season events***
- + ***Ad placement or business spotlight in newsletter***



For more than a decade, the Bethlehem Farmers' Market has served as a community resource to small businesses, farmers, artists, community organizations, low-income families, children, seniors, and more.

Bethlehem Farmers' Market believes small businesses, health and wellness, education, and the arts strengthen the economic vitality of Southside Bethlehem. From fresh produce to handmade products, live music, special programming, and community partnerships, the market works continually to better engage, educate, and support our community. Your support will ensure that Bethlehem Farmers' Market operates at peak efficiency and efficacy this season and for years to come.

FARM SPONSOR

\$1,000

Farm Sponsorships directly support overall operating costs of the Bethlehem Farmers' Market.

Benefits include:

- Logo on the Bethlehem Farmers' Market website
- Listing in weekly Bethlehem Farmers' Market newsletter
- Ability to place marketing materials at the Bethlehem Farmers' Market welcome table
- Guaranteed monthly mentions across Bethlehem Farmers' Market social media
- + ***Musician mentions throughout the season***
- + ***Recognition at Opening Day and End of Season events***
- + ***Ad placement or business spotlight in newsletter***
- + ***Guaranteed booth space at a market day of your choice***
- + ***Guaranteed logo included on physical marketing materials and one seasonal giveaway***
- + ***Inclusion on digitals ads in the Mail Center and Lehigh Store for duration of season***

BECOME A SPONSOR!

Your support at any level helps us engage with and educate our community about the benefits of farmers' markets and fresh, local foods.

We welcome sponsorships all year around, including in-kind/trade sponsorships. We are happy to talk with you about creative partnerships. Benefits received will correspond with the value of donated time and/or materials.

**To ensure your business is included in all market physical and digital promotions, please submit logos and social media handles by March 29th, 2024. Sponsorships received after March 29th (or any time during the market season) will take effect in the month following the successful receipt of your sponsorship materials. Sponsorships received after the end of the market season will be applied to the following year.*

CONTACT US!

**To get started, please contact
Deb Martin, Farmers' Market Manager:**

610-758-1220

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www.bethlehemfarmersmarket.com

BETHLEHEM
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LEHIGH
UNIVERSITY

Office of
Sustainability

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