

Bethlehem



LEHIGH UNIVERSITY

2026
SPONSORSHIP
OPPORTUNITIES



ABOUT

We're entering our 19th 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.



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 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 15+ vendors offer fresh, local vegetables, fruits, and other products, including breads, pastries, cookies and other desserts, eggs, peanut butter, honey, prepared foods and beverages, flowers, dog treats, personal care products, baking mixes, snack foods, and much more.

**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.

By saying “Yes” to sponsorship, you’re also saying “Yes” to COMMUNITY.

As a non-profit service to the community, the Bethlehem Farmers Market depends on the generosity of businesses and individuals.

Sponsor dollars allow us to offer fee-free market spaces to community groups, compensate our musicians, and bring educational and cultural activities to our market.

By the Numbers

• **31.8k**

Estimated attendees during the 2025 season

• **9.5k**

Students, staff & faculty at Lehigh University

• **79.5k**

people live in Bethlehem, PA

• **\$68,879**

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 the weekly Bethlehem Farmers Market newsletter
- Ability to place marketing materials at the Bethlehem Farmers Market welcome table
- Monthly mentions across Bethlehem Farmers Market social media





By sponsoring this season's entertainment series, you are reinforcing the sustainability of our market, supporting more than two dozen 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 the 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 the 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

1,000+ *Weekly email subscribers*

5.4k *Instagram followers*

5.7k *Facebook followers*

148.4k *Combined views on social media platforms in 2025*

LOCAL HARVEST SPONSOR \$500

Local Harvest Sponsorships 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 the 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 HARVEST SPONSOR \$500

Digital Harvest Sponsorships 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 the 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 nearly 20 years, 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 continues to serve the community this season and in years to come.

FARM SPONSOR

\$1,000

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

Benefits include:

- Logo on the Bethlehem Farmers Market website
- Listing in the 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 in ads on digital information boards across Lehigh's campus during the 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 round, 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 April 10th, 2026. Sponsorships received after April 10th (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



**Office of
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