

Astoria Sunday Market

Sponsorship & Underwriting Opportunities

The Astoria Sunday Market, at the heart of Astoria's Downtown, combines fresh produce and meat, local arts and crafts, food, music and more in a lively downtown street market atmosphere.

Your contribution to the Astoria Sunday Market directly supports local farmers and businesses.

Sponsorships help build community, support the local food system, and grow local economic vitality.

The Astoria Sunday Market at a Glance:

- 23 Sundays in the 2024 Season (from 5/12 through 10/13)
- 6,000 to 10,000 weekly attendees
- 43% of attendees live in, or within 50 miles of Astoria, 40% live in Oregon or Washington, 17% Live elsewhere (National & International)
- Over 15,000 social media followers and newsletter subscribers
- 1.8 Million+ in Vendor Sales in 2023
- All goods are grown or created by vendors from the PNW



Always Local. Always Fun.



The Astoria Sunday Market, at the heart of Astoria's Downtown, combines fresh produce & meat, local arts & crafts, food, music and more in a lively downtown street market atmosphere. The market features up to 150 vendors offering locally-made products that have been grown, gathered, created, or hand-crafted by the farmers, growers, craftspeople and artisans featured each week. In addition, the Market has a lively food court with regional entertainment making this the gathering place each Sunday for locals and visitors to the region.

To discuss sponsorship opportunities and benefits further, please contact our Market Manager, Tamara Cameron, at 503-440-7168 or by email tamara@astoriadowntown.com



2024 Season Sponsorship



Season Sponsorships offer your business the biggest benefit per dollar. With logo placement on our large market banner that hangs on Duane Street all season plus mentions in our newsletter and sponsor recognition on our website, we can craft a highly visible sponsorship package to meet your marketing and philanthropic goals.

Choose a level of investment based on the benefits you would like to receive or customize a package with our team.

Sponsorship Levels & Benefits

Annual Sponsor, \$10,000.00:

- Company logo and hotlink on the Astoria Sunday Market homepage
- Monthly social media mentions
- Logo on thank you banner in weekly newsletter
- Logo on Sunday Market banner on Duane Street
- 1 Market Day Sponsor booth opportunity (\$500 value)

Farmers Market Supporter, \$3,000.00

- Company logo on the Astoria Sunday Market homepage
- 2nd tier logo on thank you banner in weekly newsletter
- Quarterly social media mentions
- 1 Market Day Sponsor booth opportunity (\$500 value)

Summer Sponsor, \$5,000.00

- Company logo and hotlink on the Astoria Sunday Market homepage
- Bi-monthly social media mentions
- Logo on thank you banner in weekly newsletter
- 1 Market Day Sponsor booth opportunity (\$500 value)

Farmers Market Friend, \$1,500.00 - \$2,999.00

- Company logo listing on the Astoria Sunday Market homepage
- Quarterly Social Media mentions
- 1 Market Day Sponsor booth opportunity (\$2,000+ level only, \$500 value)

Sponsorship benefits are available now for the 2024 outdoor market season running from May 12th through October 13th. To receive the most benefit, please secure your sponsorship by April 1, 2024.



Program Underwriting

For the first time this year, Astoria Sunday Market will provide food education activities for kids. The farmers market is the perfect venue for kids to learn about local food, their environment, and healthy eating. It's also a great place for kids to get hands-on and messy and have fun while they learn.

Underwriting the ASM Kids Club is a new opportunity, which means your company can be first and have first right of acceptance on future ASM Kids Club underwriting opportunities.

ASM Kids Club

The ASM Kids' Club is a program modeled after a national program called "Power of Produce" created by the Farmers Market Coalition. The mission is to educate and encourage children to take part in the local food system and understand the benefits of eating nutritious foods.

Providing activities to allow kids to engage with local food and farmers will encourage a better understanding about farmers and where food comes from. By empowering kids to make healthy food choices, we hope to improve future health outcomes of childhood obesity and diabetes while encouraging a new generation of informed, healthy market shoppers.

The ASM Kids' Club is free to all children ages 5 to 12, with a specific emphasis on children with less access to fresh, local healthy food options. Each week, when registered participants check in, they receive two tokens, worth \$1 each, to purchase fresh produce at the market.

In addition, we provide a weekly activity. These activities are on-going, so children can walk up and participate at any time. Examples of activities include food tastings, transplanting garden plants, market bingo, seed saving, scavenger hunts, creating healthy meals, local food-based art projects and more.

We are seeking one \$5,000 sponsorship, or two \$2,500 sponsorships for this program in 2024.



Market Day Sponsorship

The Astoria Sunday Market offers a limited number of Market Day Sponsorships to businesses who share our values of fostering a healthy community and supporting our local economy.

In exchange for \$500, chosen businesses are:

- Advertised "Market Sponsor" for the Saturday of their choice.
- Provided a space at the market with a canopy, table and 2 chairs.
- Promoted in our Newsletter and all social media during their Market Day Sponsor week.

Promotions & Benefits

Market Day Sponsorship is \$500 per Sunday market.

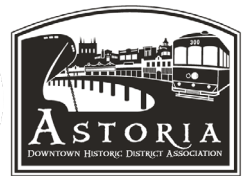
Businesses can sponsor up to three Sunday Market Days.

Astoria Sunday Market Provides:

- One 10x10 booth (canopy, table, 2 chairs)
- Access to an average of nearly 8,000 visitors per Sunday
- Featured spotlight in our newsletter and social media platforms (15,000+ followers)

Your Business Provides:

- Featured products and/or services
- Expo-style promotion
- Great customer service with the opportunity for activities, presentations, or simply mingling with a like-minded customer base
- Work with our team to customize activities or experiences to maximize your time



The Astoria Sunday Market is a program of the Astoria Downtown Historic District Association.

The Astoria Sunday Market provides PNW vendors a space to sell their goods, is a fun gathering place for locals and visitors, and provides local food and healthy eating education for all. A Market Day Sponsorship is a great way to promote to a large and friendly group while supporting our work.

Astoria Sunday Market - Always Local. Always Fun.