



## Washington State Farmers Market Association

### Annual Conference

*Destination: Agriculture! Local Food, Farm, and Market Tourism*

February 2-4, 2017- Semiahmoo Resort Blaine, WA

## WSFMA Annual Conference: **SPONSOR INFORMATION**

### ABOUT WSFMA

Since 1979, the Washington State Farmers Market Association (WSFMA) has worked to **support and promote vibrant and sustainable farmers markets in Washington State through member services, education and advocacy**. The nonprofit membership organization serves over 115 unique farmers markets in 83 cities and towns statewide. These markets represent \$45 million in annual sales and collectively serve hundreds of farms, food and craft vendors, entrepreneurs and thousands of customers seeking fresh, local food, family fun, and community.

### ABOUT THE ANNUAL CONFERENCE

The WSFMA Annual Conference is the only statewide event in Washington that brings together **farmers, market organizers, policymakers, government agencies, nonprofits and community organizations** to focus on the vital role farmers markets play in connecting us all through shared values - healthy eating, farmland preservation, vibrant communities, and economic development.

**Farmers market managers and board members** experience unique opportunities for networking, education and training, access to industry product and service providers and technical assistance: the tools needed to operate stronger farmers markets and provide better opportunities for direct-selling farmers and vendors.

Many **farmers** in Washington rely on strong farmers markets to build and strengthen their farm businesses. Conference workshops targeted to farmers provide vital information to help improve direct marketing skills, boosting sales and increasing income.

### BECOME A SPONSOR!

One of the most effective ways to help the WSFMA support and promote vibrant and sustainable farmers markets is to become a **sponsor** at the Annual Conference.

**This conference provides exclusive access to a community whose influence and purchasing power has increased with the exponential growth of farmers markets in Washington State and nationwide.** You'll have an extraordinary opportunity to showcase your products and services to this broad customer base that historically includes markets and community partners from across the Western States and British Columbia.

In 2016, thanks to our generous sponsors and exhibitors, we served a record high of 250 attendees while maintaining a high-quality learning environment and keeping registration cost affordable for participants. With your help, we will surpass that number in 2017.

### **Join with us in supporting Washington's Farmers Markets!**

See the following page to review our various sponsorship levels-  
Email or call to let us know which one works for you!

# WSFMA Annual Conference: SPONSORSHIP LEVELS

## **\$10,000 Cupola Sponsor**

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*This sponsorship underwrites the WSFMA as a whole and gives the highest benefit to your organization and ours.*

- Logo and link added prominently to WSFMA webpage footer; prominent placement on conference pages
- Logo on WSFMA e-newsletters, one time inclusion of short introductory paragraph profile/thank you
- Verbal recognition at each conference meal and before Keynote speaker. Opportunity to address conference attendees (must be pre-arranged; five minute limit)
- Logo recognition as the Conference Sponsor on conference program and packet, full page ad in conference program, on signage throughout conference, conference website, and all other printed and electronic information.
- Complimentary passes for four (4) guests to attend our annual conference dinner
- Opportunity for flyer placement in conference packet
- Premium 6' Tabletop Exhibit space on Friday during exhibit hours
- Custom sponsorship benefits available, please contact [will@wafarmersmarkets.org](mailto:will@wafarmersmarkets.org)

## **\$5,000 Rooftop Sponsor**

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- Logo recognition as the Conference Sponsor on conference program and packet, 1/2 page ad in conference program, on signage throughout conference, conference website, and all other printed and electronic information.
- Verbal recognition at each conference meal and before Keynote speaker. Opportunity to address conference attendees (must be pre-arranged; five minute limit)
- 1 hr presentation opportunity during conference programming track in Semiahmoo theater (must be pre-arranged; pending approval)
- 2 Complimentary registrations to full conference.
- Complimentary passes for two (2) additional guests to attend our annual conference dinner
- Opportunity for flyer placement in conference packet
- Premium 6' Tabletop Exhibit space on Friday during exhibit hours

## **\$2,500 10 X 20 Canopy Sponsor**

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- Logo recognition as the Conference Sponsor on conference program and packet, 1/2 page ad in conference program, on signage throughout conference, conference website, and all other printed and electronic information.
- 1 hr presentation opportunity during conference programming track in Semiahmoo theater (must be pre-arranged; pending approval)
- 1 Complimentary registration to full conference.
- Complimentary passes for two (2) guests to attend our annual conference dinner
- Opportunity for flyer placement in conference packet
- Premium 6' Tabletop Exhibit space on Friday during exhibit hours

## **\$1,000 10 x 10 Canopy Sponsor**

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- Logo recognition as the Conference Sponsor on conference program and packet, on signage throughout conference, conference website, and all other printed and electronic information.
- Complimentary passes for two (2) guests to attend our annual conference dinner
- Premium 6' Tabletop Exhibit space on Friday during exhibit hours

## **\$500 Striped Umbrella Sponsor**

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- Logo recognition as the Conference Sponsor on conference program and packet, on signage throughout conference, conference website, and all other printed and electronic information.