



Yes! Sponsorships Can Fund Your Market

Matt Kelly, Executive Director, Queen Anne Farmers Market

2026 WSFMA Conference, February 20-21, Kitsap Conference Center, Bremerton, WA

Matt Kelly



Executive Director

- 11 Seasons of Seattle Farmers Market Experience
- Past WSFMA Board Member
- Berry & Cherry Enthusiast



Fundraiser

- Farmers Markets
- Fairs & Festivals
- Sports & Competitive Races



Business Owner

- The Kite Café
- Kellyco Enterprises
- Sponsor



Event Producer

- Ballard FC & Salmon Bay FC
- NW Flower & Garden Show
- Ballard Music & Seafood Fest

Queen Anne Farmers Market

Every Thursday evening from June through October, Queen Anne Farmers Market (QAFM) is the “Town Square” for our neighborhood. With over 90,000 market goers in a typical season, it’s the largest weekly event on “the hill,” an important community resource, and the biggest opportunity for neighborhood businesses to connect with the greater Queen Anne Community.

QAFM is the only independent, community-run farmers market in the city, and as a non-profit, QAFM is made possible through the generous support of local businesses and individuals who underwrite 42% of the market’s operating budget.

Mission Statement

Building Community, Supporting Farmers and Championing Local

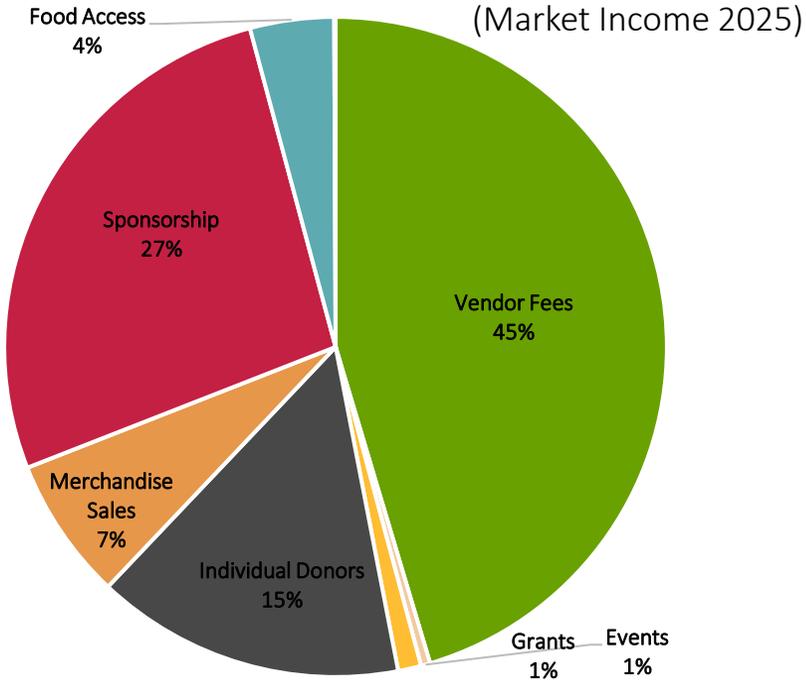
Established

2007



Market Stats & Data

90,000 Market Attendees
70+ Farmers & Food Artisans
21 Non-profit Organizations
23 Market Sponsors
1 Full-Time Staff/ 3.5 Day-of Staff
30+ Season Volunteers



Today

- ~~Intro & Market Profile~~
- The Power of Market Sponsorship
- What Do Sponsors Want?
- Tiered Sponsorship Model
- Pricing
- The Ask
- Retention & Renewal
- Q&A





Exercise #1: Show of Hands



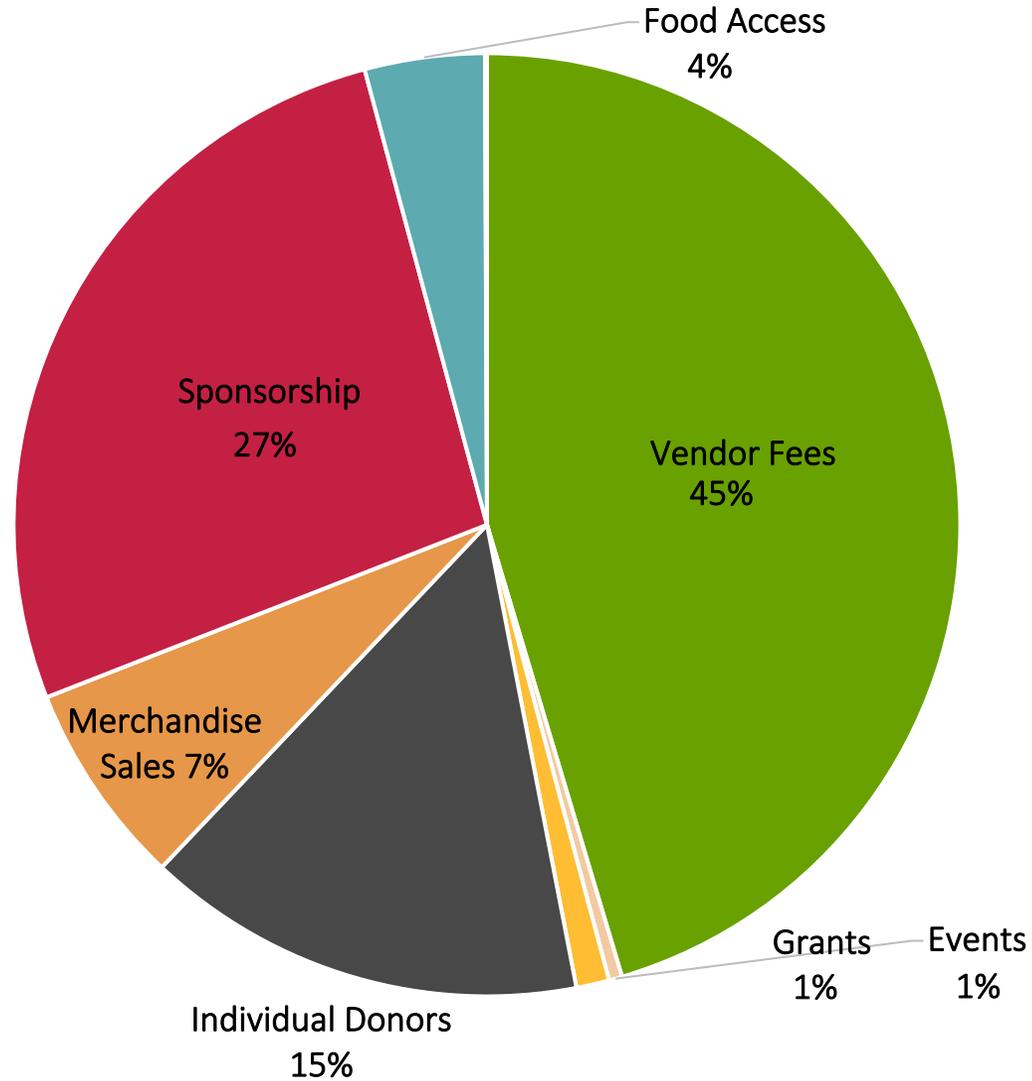
The Power of Market Sponsorship



Sponsorships Are Relationship Revenue

- More flexible than grants/contracts
- More renewable than events
- Stronger when rooted locally
- Scale with your market's growth
- Easier overtime with good stewardship

Where Sponsorships Fit in My Market's Budget



Exercise #2: Count Legs



Ai Weiwei
Stool 椅子, ca. 2007



Sponsorships Can Fund Stability



Sponsors Aren't Buying Logos



- Access
- Alignment
- Visibility
- Credibility

What Sponsors Actually Care About



- Who attends your market
- How often they're seen
- How they're acknowledged
- How easy you are to work with

QAFM Marketing Stats

(2025 season)

WEBSITE

Unique Monthly Visitors	27,785
Page Views	39,873

SOCIAL

Facebook	5,200+ Followers
Instagram	5,900+ Followers
Impressions	100,000+

EMAIL

Newsletters Campaigns	42
Subscribers	2,000+
Open Rate	43%

COLLATERAL

Posters	500 Printed & Distributed
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Exercise #3: Who Already Benefits From Your Market?



Local vs. National Sponsors



Local Sponsors

- Relationship-driven
- Faster decisions
- Higher renewal rates

National Sponsors

- Brand-driven
- Longer lead times
- Larger one-time commitments

Tiered Sponsorships Work



Sponsor Guide Should

- Establish your market's profile, programs and metrics of importance to potential sponsors
- Price sponsor types directly or in estimation
- Describe benefits
- Call to action, make it easy for a sponsor prospect to get in touch
- Establish a timeline and urgency if applicable
- * Tangible Sheets may be required for specific sponsorships

SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR

Average Cost: \$9,000 (4 Available)

The biggest & best opportunity for your business to connect with community members, with the highest level of exposure

Sold

KIDS' PROGRAM SPONSOR

Average Cost: \$6,500 (1 Available)

Be an integral part of our 2026 Roots to Shoots Kids' Program, benefiting 700+ kids, encouraging education about & access to local fruits & vegetables all season!

Sold

MARKET MUSIC

Average Cost: \$6,000 (1 Available)

Spotlight your business by supporting local musical performances in a prime location within the market. Families picnic and enjoy serenades because of your contribution!

Sold

LOCAL CHEF SERIES SPONSOR

Average Cost: \$5,500 (1 Available)

Showcase market ingredients through monthly local chef demonstrations at the market! Your brand drives inspired home cooking and the local food scene!

ZERO-WASTE SPONSOR

Average Cost: \$5,000 (2 Available)

Power QAFM's compost, recycling, and reusable dinnerware program. Your business champions our sustainability and makes greener market days.

COMMUNITY TABLE SPONSOR

Average Cost: \$4,500 (1 Available)

Your business can be the center of attention at our neighborhood's 40' long dinner table! Each week hundreds of market-goers will dine together & build community because of your sponsorship.

Sold

INFORMATION TENT SPONSOR

Average Cost: \$4,000 (1 Available)

A community hub in the heart of the market, volunteers & staff market-goers to their favorite vendors, administer food access programs & much more with your support!

Sold

VOLUNTEER SPONSOR

Average Cost: \$4,000 (1 Available)

QAFM Relies on devoted volunteers to execute the market all season long! Align your brand with their commitment to market day!

COMMUNITY TENT SPONSOR

Average Cost: \$ 3,500 (1 Available)

QAFM Hosts over 20 Non-profits and community groups throughout the season thanks to your support!

	Presenting Sponsor	Kids' Program Sponsor	Market Music Sponsor	Chef Series Sponsor	Zero Waste Sponsor	Community Table Sponsor	Information Tent Sponsor	Volunteer Sponsor	Community Tent Sponsor
Exclusivity	✓	✓	✓	✓		✓	✓	✓	✓
Booth Days at Market	10	8	5	4	4	3	3	3	2
Logo on Digital Marketing	✓	✓	✓	✓	✓	✓	✓	✓	✓
Logo on Market Banners	✓	✓	✓	✓	✓	✓	✓	✓	✓
Newsletter Spotlight	✓	✓	✓	✓	✓	✓	✓	✓	
Logo & Link on Website	✓	✓	✓	✓	✓	✓	✓	✓	✓
Branded Market Venue	✓	✓	✓	✓	✓	✓	✓		✓
Harvest Market Title Option	✓								
Logo on Season Poster	✓								
Logo on Volunteer Apparel								✓	

WHO TO CONTACT

Matt Kelly, Executive Director

director@qafm.org • (206) 428-1983

SPONSORSHIP OPPORTUNITIES CONTINUED

SHADE BISTRO SPONSOR

Average Cost: \$3,500 (1 Available)

Support comfort and connection by sponsoring our popular shaded (and branded) umbrella dining tables.

Market-goers gather here to eat, relax, and take a break from the sun.

WATER STATION SPONSOR

Average Cost: \$3,000 (2 Available)

Keep market-goers hydrated and refreshed! Your business fuels community wellness and stays top-of-mind as shoppers hydrate and enjoy their day at the market.

MARKET WIFI SPONSOR

Average Cost: \$3,000 (1 Available)

The digital heartbeat of the market! Your sponsorship delivers free, reliable WiFi for shoppers, vendors, and volunteers. With constant visibility throughout the season, your business becomes essential to everyone staying connected.

FLOWER PLANTER SPONSOR

Average Cost: \$2,500 (3 Available)

Bring color, charm, and vibrancy to the market. Your sponsorship fills a large decorative planter with lush blooms, creating a warm and inviting atmosphere that enhances every visit and showcases your support community space.

MARKET GAMES SPONSOR

Average Cost: \$2,000 (3 Available)

Bring color, charm, and vibrancy to the market. Your sponsorship fills a large decorative planter with lush blooms, creating a warm and inviting atmosphere that enhances every visit and showcases your support community space.

MARKET BENCH SPONSOR

Average Cost: \$2,000 (3 Available)

Provide a comfortable place to pause, chat, and take in the day. Your sponsored bench becomes a weekly fixture of the market landscape, promoting community gathering while highlighting your commitment to market day.

MARKET CHAMPION

Average Cost: \$1,500

Champion your business and QAFM all season long with a meaningful contribution! Your business booth on a select market day will shine!

FRIEND OF THE MARKET

Average Cost: \$500

Show your support for QAFM for less than \$25 per market day.

CUSTOM SPONSORSHIPS

Have an idea that you don't see here? We welcome new and creative ways to showcase your business in a way that makes the most sense for your budget and marketing goals.

	Shade Bistro Sponsor	Water Station Sponsor	Market WiFi Sponsor	Flower Planter Sponsor	Market Games Sponsor	Market Bench Sponsor	Market Champion	Friend of the Market
Exclusivity	✓		✓					
Booth Days at Market	2	2	2	2	1	1	1	
Logo on Digital Marketing	✓	✓	✓	✓	✓	✓	✓	✓
Logo on Market Banners	✓	✓	✓	✓	✓	✓	✓	
Newsletter Spotlight	✓	✓	✓	✓	✓	✓	✓	
Logo & Link on Website	✓	✓	✓	✓	✓	✓	✓	✓
Branded Market Area	✓	✓	✓					
Branded Market Asset				✓	✓	✓		

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Pricing Is About Value, Not Comfort



- Attendance
- Season length
- Repetition
- Confidence

Underpricing Hurts



- Sponsors undervalue the partnership
- You'll avoid follow-up
- Renewals drop
- Upgrades disappear

Exercise #4: Price It!



Where Do You Find Sponsors?



- Chambers
- Local Business Directories
- Existing Event Sponsors
- New Businesses
- Market-Goers
- Customer Analysis

The Ask Doesn't Have to Be Awkward



- Clear beats clever
- Direct beats apologetic
- Simple beats perfect
- Silence is okay

A Simple Ask



- Name the tier level price
- Identify Benefits/Value
- Match to appropriate or recommended levels
- Stop talking

How I've Lost Them



- Negotiating price
- Sending decks without context
- Overpromising fulfillment
- Going silent mid-season
- Only reaching out at renewal
- No year-over-year follow-up

Agreements & Invoicing



- Clear timeline of brand assets & supporting info needed
- Sponsor provided brand materials
- Payment due before the season
- Deadlines for full benefits and mid-season opportunities

Retention = Real Growth Strategy



- Renewals are easier than new sales
- Trust compounds
- Fulfillment drives confidence
- Gratitude drives loyalty

Sponsor Touchpoints



- Chamber, Mainstreet, and other networking
- Welcome emails
- Personalized event invitations
- Mid-season photos
- On-site thank-you
- Season celebrations
- Recap Reports
- Renewal emails
- End-of-season recap
- Holiday notes

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Open Rate	28%

COLLATERAL

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What Works at Queen Anne Farmers Market



- Attainable sponsor income goal
- Focus on local partners
- Systematizing our year
- Prospect List
- Diverse sponsorship types – Venues & Assets
- Price audits
- Relationship Manager
- Fulfillment

PRESENTING SPONSORS

≡≡≡ ASSISTED LIVING & MEMORY CARE ≡≡≡

Aegis Living



metropolitanmarket

Edward Jones®
David R. Rice

Realm+
+
+

Thank You
2025 Season
Sponsors

KIDS' PROGRAM SPONSOR

Brighton Jones®

INFORMATION TENT SPONSOR



QUEEN ANNE
FRAME & GIFT

VOLUNTEER SPONSOR



Chuck McFarland, Agent
206-788-4640
chuckmcfarland.com



MARKET CHAMPIONS



COMMUNITY TENT SPONSOR



MARKET MUSIC TENT SPONSOR



COMMUNITY TABLE SPONSOR



FRIENDS OF THE MARKET

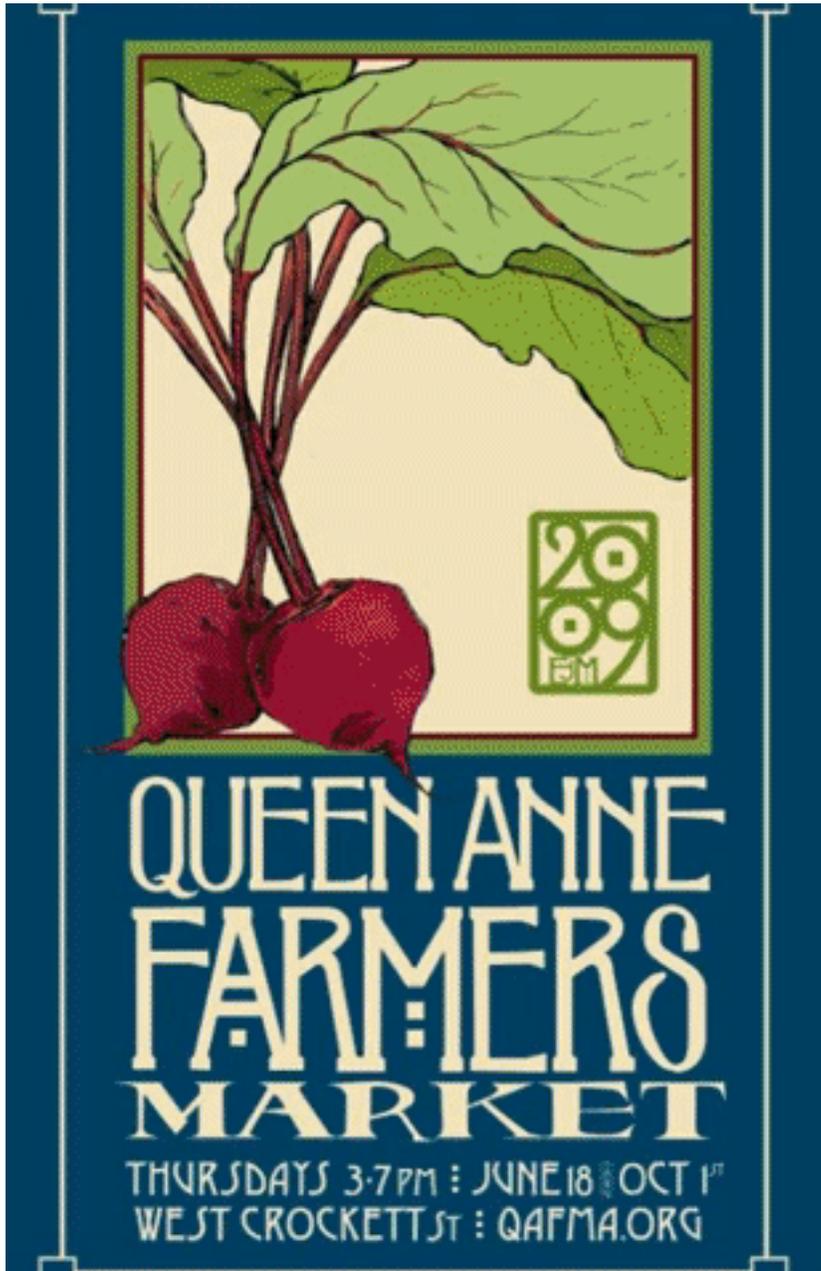


SEATTLE INJURY LAW



Questions & Discussion





QUEEN ANNE
FARMERS
MARKET
THE ONLY INDEPENDENT FARMERS MARKET IN SEATTLE



THANK YOU



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