



# Richfield Farmers Market Sponsorship

- 26 week season, Saturday mornings, May through October.
- Up to 2,500+ market attendees per week from Richfield, Bloomington and neighboring metro area communities.
- Draws large, diverse consumer base providing broad market segmentation.
- Direct business to consumer access in first-ring Minneapolis suburb .
- Third longest running farmers market in Minnesota, opening in 1990.
- Average of 35 diverse vendor booths per market day.







# History & Values

Since 1990, Richfield Recreation has operated the Richfield Farmers Market to provide access to local, healthy, and affordable foods, and to offer a community gathering space to help connect residents, as well as local producers. The Richfield Farmers Market also emphasizes educational and recreational activities through our involvement with the Richfield Arts Commission, the U of M Master Gardener Program, and other programs and events.

The Richfield Farmers Market is a member of the MN Farmers Market Association and Minnesota Grown. We participate in EBT & Market Bucks initiatives, provided through Hunger Solutions MN, which allows customers who use SNAP/EBT to purchase food. We are committed to making healthy food accessible to everyone who comes to our market and are proud to say that all of our vendors' products come from within 200 miles or less, and at least 80% of the market products are produced in Minnesota.







# Promotional Plan

- City website
- Summer Recreation brochure
  - reaches 17,000 households
- Richfield Recreation e-newsletter
  - reaches 6,000+ subscribers, text and email
- Farmers Market e-newsletter
  - reaches 1,000+ subscribers, text and email
- Richfield Farmers Market Facebook page
  - 4,300+ followers
- City of Richfield Facebook page
  - 11,000+ followers
- Visit Richfield website and e-newsletter
- Minnesota Grown Directory :  
<https://minnesotagrown.com/member/richfield-farmers-market/>
- Minnesota Farmers Market Association Directory
- Flyers at Richfield Community Center
- Signage on-site each market day

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To sponsor one or more of the Richfield Farmers Market programs and special events, please contact the supervisor below for more information. We offer a variety of sponsorship levels and are happy to work with you to find a investment level that aligns with your budget and marketing directives.

Jessica Anderson | Recreation Supervisor  
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# Power of Produce Club

for  
kids

4-12

## Program Overview

The **Power of Produce Club** (P.O.P. Club) **Kids** is a food access program for youth ages 4-12. Each week registered participants receive a \$2.00 voucher to spend on a fruit, vegetable, herb, or food-bearing plant of their choice. In 2022 over 400 individual kids, ages 4-12, participated in the P.O.P. Club Kids at the Richfield Farmers Market.

## Community Benefits

- Kids meet farmers and learn where their food comes from.
- Kids get excited to try new fruits & vegetables or grow their own produce at home.
- Accessible program with quick sign-up for parents/guardians with materials and signage in both English and Spanish.
- Increases local food sales, with dollars going directly to the farmers.

## Sponsor Profile

Businesses and organizations providing services and support to youth and young families, life skills, financial literacy, nutrition and wellness, and neighborhood access to local farmers and food producers.







# Power of Produce Club Sponsor Benefits

for  
kids

4 -12



Harvester, \$3,000

Producer, \$2,250

Cultivator, \$1,500

Grower, \$750

Pollinator, \$300

Incubator, \$150

Thanked in all print and online publications



Sponsor logo on farmers market website



Sponsor logo on P.o.P. Club signage



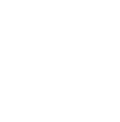
Sponsor logo on P.o.P. Club sign-up cards & vouchers



1-color sponsor logo on volunteer tee shirts



1-color sponsor logo on program tote bags



Sponsor may have a presence at the event

**x3**

**x1**

In 2022, The Power of Produce Club had more than 400 individual kids participate. We expect to see continued growth of this program, with an estimated 500-600 participants in 2023.





# Power of Produce Club

for  
teens

13-17

## Program Overview

**Power of Produce Club: Teens** is an expansion of our longer running P.O.P. Club Kids. Started in 2022, P.O.P. Club for Teens includes teens age 13-17. Each week registered teens receive a \$5.00 voucher to spend on a fruit, vegetable, herb, or food-bearing plant of their choice. In 2022, 67 teens participated in P.O.P. Club Teens at the Richfield Farmers Market.

## Community Benefits

- Teens meet farmers and learn how to shop for fresh produce on their own.
- Teens have autonomy to choose their own fruits & vegetables, or grow their own produce at home.
- Accessible program with quick sign-up for teens or parents/guardians with materials and signage in English and Spanish.
- Increases local food sales, with dollars going directly to the farmers.

## Sponsor Profile

Businesses and organizations providing services and support to youth and young adults, independent living skills, financial literacy, nutrition and wellness, and neighborhood access to local farmers and food producers.





# Power of Produce Club Sponsor Benefits

for  
teens

13-17



	Harvester, \$1,500	Producer, \$1,250	Cultivator, \$750	Grower, \$375	Pollinator, \$150	Incubator, \$75
Thanked in all print and online publications	✓	✓	✓	✓	✓	✓
Sponsor logo on farmers market website	✓	✓	✓	✓	✓	✓
Sponsor logo on P.o.P. Club signage	✓	✓	✓	✓	✓	✓
Sponsor logo on P.o.P. Club sign-up cards & vouchers	✓	✓	✓	✓	✓	✓
1-color sponsor logo on volunteer tee shirts	✓	✓	✓	✓		
1-color sponsor logo on program tote bags	✓	✓				
Sponsor may have a presence at the event	<b>x3</b>	<b>x1</b>				

In it's first year, 2022, P.o.P. Club for teens had 67 individuals kids ages 13-17participate.  
We are excited to offer this program again in 2023.



# Power of Produce Club

"P.O.P.  
Plus+  
for  
55+"

## Program Overview

**Power of Produce Club : Plus+** was first offered at the Richfield Farmers Market in 2022, and registered nearly 600 participants, participating an average of about 6 times per season. This program serving adults ages 55+ provides registered participants with a \$5.00 voucher to spend on a fruit, vegetable, herb, or food-bearing plant of their choice.

## Community Benefits

- Connects adults 55+ on fixed or limited income to fresh and locally-sourced fruits, vegetables, herbs and plants to grow their own produce at home.
- Builds intergenerational community connection through socialization and engagement.
- Accessible food program with quick sign-up at the market with materials and signage in English and Spanish.
- Increases local food sales, with dollars going directly to the farmers and food producers.

## Sponsor Profile

- Businesses and organizations that provide direct services to 55+ population, support affordable food systems, nutrition and wellness, and neighborhood access to local farmers and food producers.





# Power of Produce Club + Sponsor Benefits

"P.o.P. Plus+"

55+



Harvester, \$25,000

Producer, \$18,750

Cultivator, \$12,500

Grower, \$6,250

Pollinator, \$2,500

Incubator, \$1,250

Thanked in all print and online publications



Sponsor logo on farmers market website



Sponsor logo on P.o.P. Plus signage



Sponsor logo on P.o.P. Plus sign-up cards & vouchers



1-color sponsor logo on volunteer tee shirts



1-color sponsor logo on program tote bags



Sponsor may have a presence at the event

**x26**

**x20**

**x13**

**x6**

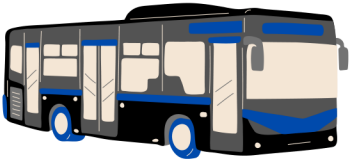
**x2**

**x1**



# Bus, Walk, Bike to the Market Club

all ages



## Program Overview

Farmers Market shoppers are incentivized to Bus, Walk, or Bike to the farmers market. After every 3 sustainable-transit visits to the market participants are rewarded with a \$5.00 token to spend at the farmers market.

## Community Benefits

- Biking and walking increases blood flow, releases endorphins which improves mood, and reduces overall stress.
- Monetized reward for using of alternate modes of eco-friendly transportations in urban corridor.
- Increases available parking to allow more people to attend market, which in turn broadens available access to healthy, local foods.

## Sponsor Profile

Businesses and organizations that support increasing community health, bike advocates, eco-friendly modes of public transportation, mass transit, green initiatives, and neighborhood access to fresh and local food producers.

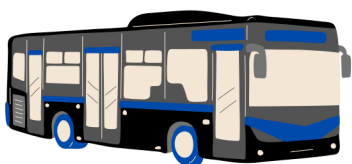




# Bus, Walk, Bike to the Market Club Sponsor Benefits

all ages

	Harvester, \$4,000	Producer, \$3,000	Cultivator, \$2,000	Grower, \$1,000	Pollinator, \$500	Incubator, \$250
Thanked in all print and online publications	✓	✓	✓	✓	✓	✓
Sponsor logo on farmers market website	✓	✓	✓	✓	✓	✓
Sponsor logo on program signage	✓	✓	✓	✓		
Sponsor logo on program sign-up cards	✓	✓	✓	✓		
1-color sponsor logo on volunteer tee shirts	✓	✓				
Sponsor may have a presence at the event	x3	x1				





# Music at the Market

all ages

## Program Overview

Live, weekly, on-site **Music at the Market** performances by local musicians. Historically, performers have volunteered their time and talent. In recognition of their direct impact on the overall atmosphere of the market and in support of fair wages for creative economies, musicians began receiving compensation for their performance at the Richfield Farmers Market in 2022. Financial contributions are structured to pay performers fair wages with funding paid directly to musicians.

## Community Benefits

- Listening to music reduces anxiety, blood pressure, and pain and improved mood, mental alertness and memory.
- Employs up to 52 local musicians or bands per market season through paid opportunities to perform in public.
- Access to a variety of musical genres, representing Richfield's diverse community.

## Sponsor Profile

Businesses and organizations that support performing arts, music, fair wages for creative economies, community connectivity and emerging artists.





# Music at the Market Sponsor Benefits

all ages

	Harvester, \$4,000	Producer, \$3,000	Cultivator, \$2,000	Grower, \$1,000	Pollinator, \$500	Incubator, \$250
Thanked in all print and online publications						
Sponsor logo on farmers market website						
Sponsor logo on Music at the Market signage						
1-color sponsor logo on volunteer tee shirts						
Sponsor may have a presence at the event	<b>x3</b>	<b>x1</b>				



# Bike to the Market Day

all ages

## Special Event Overview

Saturday, May 27th is **Bike to the Market Day** at the Richfield Farmers Market, a celebration with bike-themed giveaways, resources, and vendors.

## Community Benefits

- Positive impact of bicycling on small businesses, neighborhoods, and regional and local economies.
- Encourages an environmentally-friendly mode of transportation that leads to increased spending at small businesses.
- Leads to health care savings while promoting active lifestyle.
- Generates tourism dollars, and brings communities together.

## Sponsor Profile

Businesses and organizations who support bicycling, local bike shops, community connectivity, health and wellness, and active lifestyles.





# Bike to the Market Day Sponsor Benefits

all ages

*Cultivator, \$2,000*

*Grower, \$1,000*

*Pollinator, \$500*

*Incubator, \$250*

Thanked in all print and  
online publications



Sponsor logo on  
farmers market website



Sponsor may have a  
presence at the event



Sponsor logo on Bike to  
the Market Day signage



Thanked over loud  
speaker during event



1-color sponsor logo  
on keychain giveaways





# National Farmers Market Week Celebration

all ages

## Special Event Overview

August 6-12, 2023 is National Farmers Market Week with the Richfield Farmers Market hosting a celebration on Saturday, August 12 with giveaways and special activities.

## Community Benefits

- Boost market attendance and visibility.
- Advocacy for farmers to earn fair prices for the fruits of their labor through direct sales to consumers.
- Consumers gain access to fresh, nutritious, locally sourced produce.
- Communities regain a figurative “town square” and positive sense of connectivity through food.

## Sponsor Profile




















Businesses and organizations who support local food systems, farmers and food curators, nutrition, wellness and other small business economies.





# National Farmers Market Week Celebration

all ages

	Harvester, \$5,000	Producer, \$3,750	Cultivator, \$2,500	Grower, \$1,250	Pollinator, \$500	Incubator, \$250
Thanked in all print and online publications						
Sponsor logo on farmers market website						
Sponsor logo on Farmers Market Week signage						
1-color sponsor logo on volunteer tee shirts						
Sponsor may have a presence at the event	<b>x3</b>	<b>x1</b>				



# Active Aging Week

55+

## Special Event Overview

Active Aging Week is October 2-8, 2023. Active Aging Week challenges society's diminished expectations of aging by showing that, regardless of age or health conditions, adults over 50 can live as fully as possible in all areas of life—physical, social, spiritual, emotional, intellectual, vocational and environmental. On Saturday, October 7 the Richfield Farmers Market will host an resource fair attended by businesses and service providers for adults age 55+.

## Community Benefits

- Promotes benefits of healthier, more active lifestyles across the life span.
- Celebrates the positivity of aging today and showcases the capabilities of older adults as fully participating members of society.
- Gives as many older adults as possible the means to experience wellness activities and exercise in a safe, supportive environment.

## Sponsor Profile

Businesses and organizations who provide services to 55+ population including housing, transportation, home care, medical and care giving, financial and legal services, and intergenerational communities.





# Active Aging Week Sponsor Benefits

55+

Businesses, service providers, and organizations that support the 55+ population are encouraged to participate in a resource fair event at the market to provide information about services. Agencies must also contribute a raffle prize valued at \$30.00 to be used as a giveaway to attendees.

Harvester \$1,000

Producer, \$750

Cultivator, \$500

Grower, \$250

Pollinator, \$100

Incubator, \$50

Thanked in all print and online publications

























Sponsor logo on farmers market website

Sponsor may have a presence at the event

Sponsor logo on Active Aging Week signage

Thanked over loud speaker during event

1-color sponsor logo on volunteer tee shirts



# Seasonal Food Sampling

all ages

## Program Overview

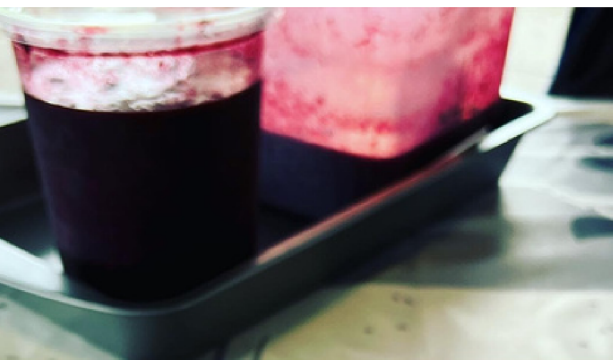
Indigenous chef Derek Nicholas of Wiisining LLC will lead five monthly on-site **Seasonal Food Sampling** demonstrations featuring recipes showcasing local, seasonal ingredients. Samples of the recipe and recipe cards will be available to market patrons.

## Community Benefits

- Highlights various market vendors who sell produce featured in the recipe while increasing market sales.
- Educates market patrons on quick and easy recipes that make use of fresh food that is abundant, affordable, and has multiple uses.
- Spotlight items that may be less commonly known, but are grown regionally and sold at market.
- Educates market patrons on indigenous food sovereignty, highlighting ingredients that are local to Minnesota.

## Sponsor profile

Businesses and organizations who support increased recognition and protection of indigenous arts including food sovereignty, cultural expression and education, health and wellness, food access, and local farmers and food curators.



WOJAPI  
"INDIGENOUS BERRY SAUCE"





# Seasonal Food Sampling Sponsor Benefits

all ages

	Harvester, \$4,000	Producer, \$3,000	Cultivator, \$2,000	Grower, \$1,000	Pollinator, \$400	Incubator, \$200
Thanked in all print and online publications	✓	✓	✓	✓	✓	✓
Sponsor logo on farmers market website	✓	✓	✓	✓	✓	✓
Sponsor logo on Farmers Market Week signage	✓	✓	✓	✓	✓	
1-color sponsor logo on volunteer tee shirts	✓	✓				
Sponsor may have a presence at the event	x3	x1				



# Yoga at the Market

all ages

## Program Overview

**Yoga at the Market** is a program offering weekly yoga classes at the Richfield Farmers Market for all ages and experience levels. The 45 minute slow-flow vinyasa class is a drop-in class offered from mid-May through the end of September, and is open to all. Yoga mats and professional instruction are provided.

## Community Benefits

- Free, no cost weekly wellness activity for all ages and abilities.
- Improves posture, circulation, balance, coordination, flexibility, range of motion, muscle and joint health. Reduces the risk of injury.
- Removes barriers to access wellness activities and provides a safe, supportive, and inclusive environment.

## Sponsor Profile

Businesses and organizations that support wellness, community health, fitness, community connectivity through active lifestyles.





# Yoga at the Market Sponsor Benefits

all ages

	Harvester, \$1,500	Producer, \$1,125	Cultivator, \$750	Grower, \$350	Pollinator, \$150	Incubator, \$75
Thanked in all print and online publications	✓	✓	✓	✓	✓	✓
Sponsor logo on farmers market website	✓	✓	✓	✓	✓	✓
Sponsor logo on Yoga at the Market signage	✓	✓	✓	✓		
1-color sponsor logo on volunteer tee shirts	✓	✓				
Sponsor may have a presence at the event	x3	x1				



# Contact Information

We strive to provide quality opportunities that local businesses find have a positive return on their investment. We also understand that each company has unique objectives; therefore, partnerships are customizable and may include a combination of in-kind and cash sponsorship.

Thank you for your consideration of sponsorship opportunities with the Richfield Farmers Market! Contact the staff below to submit your commitment to sponsor or with questions.

[Click here to fill out our sponsorship interest form.](#)

Jessica Anderson | Recreation Supervisor, City of Richfield

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Bonnie Hanna-Powers | Farmers Market Coordinator, City of Richfield

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