



Our Market Is Your Target Market

From June to October, 36,000+ shoppers spend their Saturday mornings at the Tosa Farmers Market. Our discerning loyal customers include families, bikers, runners, yogis, gardeners, neighbors, live-music fans and coffee lovers.

* 65% female, 36% male, Average age = 46.4, Average household income = \$95,036, Average Education = 16.3 years, Average customer expenditure at market = 31% higher than national average

*Based on a 2013 study by the University of Wisconsin- Waukesha

When you sponsor the Tosa Farmers Market, you gain unique access to our dedicated customer base. The Tosa Farmers Market will promote your business and your generous philanthropy to our growing list of fans.



TOSA FARMERS MARKET: BY THE NUMBERS

8th SEASON
JUNE 3 - OCTOBER 14

20 SATURDAYS
4 HOURS EACH WEEK

NEARLY **50**
of the Area's Best
LOCAL FARMERS
and **PRODUCERS**

PLUS **30**
LOCAL ARTISANS
THE FIRST SATURDAY OF
EACH MONTH

MORE THAN
36,000 VISITORS
LAST SEASON

MORE THAN **6,400** Facebook LIKES
MORE THAN **1,700** Newsletter SUBSCRIBERS

MORE THAN **1,000**
Kids Participating in Our
Power of Produce (PoP) Club

MORE THAN **1,000 POUNDS**
of food donated to Ronald
McDonald House Charities
of Eastern Wisconsin each year

FOR MORE INFORMATION:
www.tosafarmersmarket.com
tosamarket@gmail.com

SPONSOR LEVELS

The Tosa Farmers Market offers a range of sponsorship support levels. We can customize your package to best fit your desired commitment level:

GROW A SEEDLING FRIEND: \$500 - \$1,499

- Highlighted in our monthly e-Newsletter once annually
- Highlighted on our Facebook page once annually
- Acknowledged in our annual giving e-Newsletter sent at start of market
- Acknowledged as a Friend of TFM on our webpage
- Your business logo on opening day reusable bag giveaway

FILL A GARDEN BED SPONSOR: \$1,500 - \$2,999

- 2 Tickets to the Farmers Feast, an end-of-season celebration with fabulous food from our vendors prepared by top local chefs
- Your business name & logo on weekly market signage within the market
- 1 Date at our Saturday Sponsor Booth
- Highlighted in our monthly e-Newsletter semi-annually
- Highlighted on our Facebook page semi-annually
- Acknowledged in our annual giving e-Newsletter sent at start of market
- Acknowledged as a Friend of TFM on our webpage
- Your business logo on opening day reusable bag giveaway



GROW ALL SEASON SPONSOR: \$3,000 - \$5,000 (ONLY 3 SPOTS AVAILABLE)

- Your business name & logo on Info Booth tent banner
- Your business listed on postcards (2000) and posters (200) used throughout the season
- 2 Dates at our Saturday Sponsor Booth
- 2 Tickets to the Farmers Feast, an end-of-season celebration with fabulous food from our vendors prepared by top local chefs
- Highlighted in our monthly e-Newsletter semi-annually
- Highlighted on our Facebook page quarterly
- Acknowledged in our annual giving e-Newsletter sent at start of market
- Acknowledged as a Friend of TFM on our webpage
- Your business logo on opening day reusable bag giveaway

PLANT THE FARM SPONSOR: OVER \$5,000 (ONLY 1 SPOT AVAILABLE)

- Signature sponsorship of POP Children's Program (logo on tokens and related materials)
- Your business name & logo on Info Booth tent banner
- Your business credited in all press releases and media communications initiated
- Your business listed on postcards (2000) and posters (200) used throughout the season
- 5 Dates at our Saturday Sponsor Booth
- 4 tickets to the Farmers Feast, an end-of-season celebration with fabulous food from our vendors prepared by top local chefs
- Highlighted in our monthly e-Newsletter quarterly
- Highlighted on our Facebook page every other month
- Acknowledged in our annual giving e-Newsletter sent at start of market
- Acknowledged as a Friend of TFM on our webpage
- Your business logo on opening day reusable bag giveaway

WHEN YOU INVEST IN THE TOSA FARMERS MARKET

Your sponsorship dollars benefit 100+ local farmers, producers, artisans, entrepreneurs and non-profit organizations who make their home at the Tosa Farmers Market throughout the season.

Business Name _____

Address _____

City _____ State _____ Zip _____

Phone _____

Email _____

Business Web Address _____

Please check your sponsorship level above.

PLEASE MAIL THIS FORM TO:
 Sponsorship
 Tosa Farmers Market
 PO Box 13676
 Wauwatosa WI 53213

OUR MISSION

Tosa Farmers Market provides local access to Wisconsin Farmers, food producers and neighborhood businesses, and promotes educational opportunities to create a sustainable community for all.

The Tosa Farmers Market is a project of the Firefly Foundation, Ltd., a 501(c)3 tax-exempt, not-for-profit organization. All donations made to the Tosa Farmers Market are fully deductible according to IRS code.