



**SPONSORSHIP PROPOSAL  
2019-20**

# HISTORY OF THE MARKET



Established in 2006, the Parkland Farmers' Market has continually grown and improved. Currently hosting over 100 vendors per market, a DJ, bounce house, crafts, and more, our market has gained attention for being one of the largest and frequented markets in the region. Each date draws over 3,000 shoppers from the tri-county area (Broward, Palm Beach, Miami-Dade, and beyond). Over eighty percent of attendees are from Broward County and the majority of those reside in Parkland and Coral Springs.

Located at the Equestrian Center at Temple Park, the market is held on an expansive field with scenic surrounding views. The market runs from November to April with two markets each month from 9:00 am to 1:00 pm for twelve markets each season. This includes specialty market days such as Arts and Crafts Fair, Community Awareness Day, Environmental Expo, Health and Wellness, and Pet Expo. Participants can stroll through and purchase items such as fresh produce, organically grown vegetables, pastries jams, raw honeys, guacamole dips, sauces, fresh pasta, cheeses, pickles, and piping hot made to order apple cider doughnuts.

By joining us as a sponsor at the City of Parkland Farmers' Market, you will have the opportunity to be front and center, focusing on your target market with high visibility and brand awareness. Reconnect with your local customers, meet new ones, and increase your exposure in the community.

*For more information about sponsorships, please contact Alexandra Valle at (954) 757-4107 or [avalle@cityofparkland.org](mailto:avalle@cityofparkland.org)*



# **MARKET DATES** 9am-1pm **Equestrian Center (8350 Ranch Road)**



**Sunday, November 3, 2019**

**Sunday, November 17, 2019\* Craft Fair**

**Sunday, December 1, 2019\* Craft Fair**

**Sunday, December 15, 2019\* Craft Fair**

**Sunday, January 5, 2020\* Health & Wellness**

**Sunday, January 19, 2020**

**Sunday, February 2, 2020\* Pet Expo**

**Sunday, February 16, 2020\* Craft Fair**

**Sunday, March 8, 2020\* Community Awareness**

**Sunday, March 22, 2020\* Health & Wellness**

**Sunday, April 5, 2020\* Environmental Expo**

**Sunday, April 19, 2020**

# SPONSOR LEVELS



## SHOPPING BAG SPONSOR - \$1,000

- Sponsor logo on approximately 6,000 reusable shopping tote bags given out for free at all 12 market days

## BOOTH SPONSOR – \$2,000

- Space for one 10'x10' tent (provided by sponsor) at all 12 market days (promotional tent only, no sales)
- Sponsor logo on approximately 6,000 reusable shopping tote bags given out for free throughout the season
- Announcements of company name throughout the event

## DJ SPONSOR (1 available) – \$2,500

- Sponsor banner (provided by City) displayed at the DJ booth in the center of the market on all twelve market days
- Space for one promotional table at the DJ booth
- Sponsor logo on approximately 6,000 reusable shopping tote bags given out for free throughout the season
- Announcements of company name throughout the event



For more information, please contact Alexandra Valle at  
954-757-4107 or [avalle@cityofparkland.org](mailto:avalle@cityofparkland.org)