



*Sponsorship Opportunities*

# What we do

Our Mission: Sustain, Nourish, and Enhance our community while providing a venue for the success of our local producers and farmers. Since 2000, we have been a leader in sustaining the local food network of southwest Missouri, blazing a trail for markets like ours to grow and thrive.

## The Farmers Market

All of our vendors make their own products within a 50-mile radius of the market. We also feature live, local musicians every week and cooking demonstrations regularly throughout the year.



## Food Programs

The Market supports SNAP / EBT participants, WIC vouchers, and partners with MSSU Lion's Co-Op Groceries to Graduate and Ozarks New Hope's N.E.A.P programs.



## Free Kid's Meals and Kid's Activities

When school is out of session for the summer, we offer a nutritious free kid's meal on every market day. We also have lots of fun activities like the Kid's Community Garden on Tuesdays and Saturdays



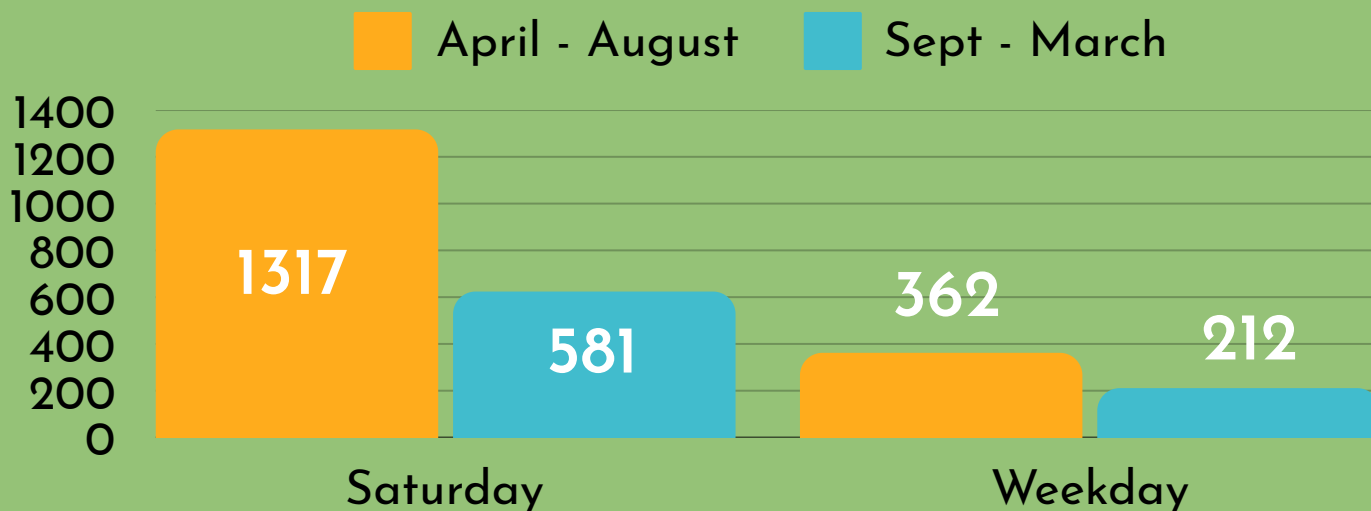
## The Market Breakfast

Every Saturday, we offer a hot breakfast. The funds raised from this meal aid the growth of the market. We also partner with local non-profits to fundraise on their behalf.



# Customer Reach

## Average shoppers



55,828 estimated shoppers in 2024

- Vendors had an average of \$500 in sales per market day
- 28% of shoppers live 10 miles or farther from WCFM
- 32% of shoppers shop at WCFM every week
- 81% of shoppers rarely or never shop at other area farmers markets



**30,700+**  
Facebook  
Followers



**1,720+**  
Instagram  
Followers

# Our Impact in 2024



**2,287**

Kid's meals served



**\$918,433**

WCFM Vendor sales



**3,684**

hours spent on the market by vendors, community members, and employees



**\$14,126**

Food vouchers redeemed through our privately funded WIC program



**\$29,743**

SNAP Sales



**22**

average number of vendors at each market



**\$9,631**

In food tokens redeemed by low-income students through our collaboration with MSSU Lion's Co-op Pantry



**\$25,974**

Double Up Food Bucks redeemed

# Sponsorship Levels and Benefits

Program	Market Day Sponsor (Individual)	Market Day Sponsor (Organization)	Music Sponsor	Kid's Meal Sponsor	Marketeer Program Sponsor
<b>Sponsorship Level</b>	<b>\$250</b>	<b>\$500</b>	<b>\$1,000</b>	<b>\$2,000</b>	<b>\$3,000</b>
<b>Swag</b>	T-shirt, thermal bag, baseball cap				
<b>Ring the Opening Bell</b>	✓	✓	✓	✓	✓

## ON-SITE BRAND VISIBILITY

<b>Logo placement on promotional flier(s)</b>				✓	✓
<b>Logo placement on signage at program location</b>			✓	✓	✓
<b>Promotional booth space in the pavilion</b>		1	1	1	2
<b>Booth space at Market Fair Expo</b>		✓	✓	✓	✓
<b>Logo on merchandise</b>					✓

## ONLINE BRAND VISIBILITY

<b>Dedicated Social Media posts recognizing donor</b>		1	3	3	3
<b>Instagram Story takeover for a day</b>			✓	✓	✓
<b>Logo/link placement on program page of WCFM website</b>			✓	✓	✓
<b>Logo placement on general sponsors page on WCFM website</b>	✓	✓	✓	✓	✓

*continued...*

# Sponsorship Levels and Benefits

Program	Kid's Activity Sponsor	Christkindlmarket Sponsor	Farm to Table Dinner Sponsor	Pavilion Sponsor
<b>Sponsorship Level</b>	<b>\$3,500</b>	<b>\$6,500</b>	<b>\$10,000</b>	<b>\$15,000</b>
<b>Swag</b>		<ul style="list-style-type: none"> <li>\$250 market cash</li> </ul>	<ul style="list-style-type: none"> <li>\$500 market cash</li> <li>4 tickets to Farm to Table dinner</li> </ul>	<ul style="list-style-type: none"> <li>1,000 market cash</li> <li>4 tickets to Farm to Table dinner</li> </ul>
<b>Ring the Opening Bell</b>	✓	✓	✓	✓
<b>ON-SITE BRAND VISIBILITY</b>				
<b>Logo placement on promotional flier(s)</b>	✓	✓	✓	✓
<b>Logo placement on signage at program location</b>	✓	✓	✓	✓
<b>Promotional booth space in the pavilion</b>	<b>3</b>	<b>4</b>	<b>4</b>	<b>6</b>
<b>Booth space at Market Fair Expo</b>	✓	✓	✓	✓
<b>Logo on merchandise</b>	✓	✓	✓	✓
<b>Dedicated Social Media posts recognizing donor</b>	<b>3</b>	<b>6</b>	<b>10</b>	<b>15</b>
<b>Instagram Story takeover for a day</b>	✓	✓	✓	✓
<b>Logo/link placement on program page of WCFM website</b>	✓	✓	✓	✓
<b>Logo placement on general sponsors page on WCFM website</b>	✓	✓	✓	✓

# Program Descriptions

## Music Sponsor

During the market hours, local musicians share their talents and provide a welcoming atmosphere for shoppers to enjoy.

## Kid's Meal Sponsor

The Market Kid's meal is a summer program that provides free meals to kids under 18 every Saturday morning and Tuesday and Thursday evening while school is out.

## Marketeer Program Sponsor

Marketeers are volunteers who make the market run every week. This team of volunteers sets up and tears down the pavilion every market day, operates the information table, and makes shoppers feel welcome.

## Kid's Activity Sponsor

Kid's activities are weekly interactive activities targeted towards kids, from releasing ladybugs in the kid's community garden, to painting pumpkins, to easter egg hunts. Sponsors of the Kid's activity will have their logo printed on drawstring bags that kids can keep their many craft projects in and bring back week after week.

## Christkindlmarket Sponsor

Christkindlmarket is a traditional holiday craft market hosted by WCFM between Thanksgiving and Christmas. These locally-made crafts are perfect for the gift-giving season.

## Farm to Table Dinner Sponsor

The Farm to Table Dinner is a new fundraiser for WCFM celebrating the local food network of southwest Missouri. Local restaurants, chefs, and businesses come together to celebrate local food and community. A sponsorship helps relieve the cost of putting on the event. You will be recognized leading up to and during the event.

## Pavilion Sponsor

Our most integral programs are the incentive programs that we offer to lower income food-insecure families. Through SNAP Double Up Food Bucks we are able to provide \$25 per market and we offer \$10 per week in WIC vouchers per week. In partnership with Missouri Southern State University's Groceries to Graduate program, we are able to help students access fresh and healthy food. A sponsorship at this level makes it possible for all of these programs to remain fully funded and operational.

To secure your sponsorship, scan the QR code or contact the WCFM Board President, Stefanie Thomasma, or a member of the Friends of the Webb City Farmers Market.

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