



## About Us

The City of Manassas Farmer's Market is a year round market offering fresh, local produce, meats, cheese, flowers, prepared foods and handcrafted items directly to the City of Manassas and surrounding communities. The market hosts a wide range of family and nutritional programs, live entertainment, community service & non-profit booths, master gardener consultations, youth activities and food demonstrations.

**Target Audience:** Families, adults, seniors, youth and teens. SNAP participants welcomed.

**Anticipated Attendance:** 50,000+ shoppers throughout the season.

**Date & Time:** Thursdays and Saturdays (April-Nov at 8a-1p).

**Location:** Thursdays at the Harris Pavilion. Saturdays in Prince William Commuter Lot.

**POC:** Melissa Williams, Farmers Market Coordinator.  
[melissa@historicmanassasinc.org](mailto:melissa@historicmanassasinc.org)



## SPONSORSHIP LEVELS

Cultivator.....	\$1000
Supporter.....	\$750
Grower.....	\$500
Harvester.....	\$200
Friend/HMI	
Partner.....	\$50

## MARKET FACTS:

For the past three years, the City of Manassas Farmer's Market was named top farmers market in Northern Virginia.

Patrons at 2018 market: Saturdays: over 38,000 patrons; Thursdays: over 16,000 patrons.

The market hosts a variety of special events throughout the season, From Music to juggling to Yoga, Hip Hop Cardio cooking demos and Reiki.



## HISTORIC MANASSAS, INC.

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# HISTORIC MANASSAS, INC.

*City of Manassas Farmers  
 Market Sponsorship  
 Opportunities*

## 2019 Sponsorship Season Opportunities

### CULTIVATING SPONSOR - \$1000

#### MARKET MUSIC SPONSOR

- Logo listed on all market-produced marketing materials
- Listing on City of Manassas Farmers Market Facebook page along with HMI website home page and weekly newsletter
- Link to your business website from the HMI homepage
- Your name or logo recognized at the music entertainment area during the market
- Opportunity to provide one banner to be posted at the market and promotional booth space (10x10) at market five (5) times during season

### SUPPORTING SPONSOR - \$750

#### FARMERS MARKET COOKING DEMONSTRATION EVENT SPONSOR

- Logo listed on all market-produced marketing materials
- Listing on City of Manassas Farmers Market Facebook page and the weekly newsletter
- Link to your business website from the HMI homepage
- Promotional booth space (10x10) during three cooking demonstrations at the market

### GROWING SPONSOR - \$500

#### SPECIAL EVENT IN CONJUNCTION WITH PRINCE WILLIAM COUNTY MASTER GARDENERS SPONSOR

- Two special events scheduled
- Promotional booth space (10x10) during both special events at the market
- Special listing on City of Manassas Farmers Market Facebook page highlighting event and sponsorship

### HARVESTING SPONSOR - \$200

#### FRESH VEGETABLE OR FRUIT TASTING EVENT THROUGHOUT THE MARKET SEASON WITH IN- SEASON FRUITS AND VEGETABLES

- Special listing on City of Manassas Farmers Market Facebook page highlighting tasting event sponsoring along with acknowledgement in the weekly newsletter
- Promotional booth space (10x10) during special event

### FRIEND OF THE MARKET - \$50

- Promotional booth space (10x10) for 4 Saturdays of your choosing.



### **BENEFITS OF THE CITY OF MANASSAS FARMER'S MARKET TO YOU**

- Supports local economies
- Encourages producers to expand and diversify
- Shoppers are local residents who encourage and support local business
- The market is open during a variety of special events throughout the season which includes craft fairs, live music, wine and beer festivals, along with culinary, cultural and kids activities
- The farmers market is a community hub—a place to meet up with your friends, bring your children, or just get a taste of small-town life in the midst of our wonderful big world

Our annual budget accounts for operational expenses, as well as costs associated with activities and educational outreach events. We receive a portion of our funding from vendor fees, and the remainder is comprised of donations and sponsorships. We need your support to ensure that this neighborhood market continues to grow and thrive.

**We would like to share our vision to  
create a vibrant local economy with you.  
Let's talk!**

