



2023 SPONSORSHIP

# FARMERS MARKET PROS

TENT TALK PODCAST

INTENTS: THE FARMERS MARKET CONFERENCE

THE FARMERS MARKET PROS COMMUNITY



**2023 Seventh Annual Conference Dates**  
Monday, March 6 through Wednesday, March 8, 2023  
Marina Village, San Diego, California & Online

## THE CHALLENGE:

How can you reach those market event managers and independent business owners?

**Farmers market event managers at ~9,000 farmers markets and many of 150,000+ farmers, ranchers, and food makers who operate businesses at those markets throughout the United States, Canada and beyond need your product or services.**

## THE SOLUTION:

Reach your potential clients with the Farmers Market Pros' weekly Tent Talk, the farmers market podcast, online classes and annual InTents: The Farmers Market Conference, the only resources focused specifically on making farmers markets and all market businesses throughout the US and beyond thrive financially.

Exhibit at or partner with the 7th Annual InTents: The Farmers Market Conference, providing 3 full days of keynote speakers, panel discussions, hands-on workshops, roundtables and a busy exhibitor marketplace for farmers market managers, farmers and food makers. Reach an extended audience through livestreamed and recorded sessions.

Continue your outreach throughout the year via our email newsletters, active online forum, popular weekly podcast, online classes for start-up businesses and continuing education for established market managers and market business owners.

***Meet your new customers when you partner with the Farmers Market Pros!***

## OUR AUDIENCE:

Farmers market managers and executive directors, independent business owners including farmers, ranchers, bakers, food makers, artisans and policymakers from throughout North America and beyond follow Farmers Market Pros.



**400+**

Attendees travel to the annual conference in San Diego or access the conference online

**500+**

Workshop, course and online forum participants throughout the year

**10,000+**

Newsletter subscribers and podcast listeners

**100,000+**

Unique Tent Talk podcast downloads



*"I make great connections every year, find new clients and deepen relationships with current ones. I'm looking forward to sponsoring the InTents Conference for years to come."*

- Christopher Quinlan  
Founder and CEO of Marketwurks

## TYPICAL SPONSORS:

## OPPORTUNITIES:

- Gain year-round reach with Tent Talk, the farmers market podcast promotional spots and Farmers Market Pros email newsletter advertising to extend the benefits of conference sponsorship
  - Exhibit your offerings, network and develop connections onsite in the Conference Resource Lounge
  - Schedule demos live during conference hours and online
  - Leverage promotional introductions when you sponsor specific sessions
  - Network with attendees during scheduled social sessions and breaks
  - Point users to your website with links on the Farmers Market Pros Resource Page
  - Reach your niche audience with promoted incentives and offers year-round
- Tent, banner, signage, display and culinary equipment providers
  - Payment and EBT processors, financial services, banks and lenders
  - Online order and delivery platforms, fundraising platforms
  - Packaging, printing, operating supply and label providers
  - Marketing and social media consultants and platforms
  - Graphic designers, web designers and branding consultants
  - Insurance providers, culinary education providers
  - Food system, agriculture and farmers market organizations
  - Accountants, attorneys, professional business consultants

*"There's nothing like being in a room full of people that completely understand the nuanced challenges and specific issues related to being a farmers' market manager. All around fantastic resources and connections."*

- Danielle Schlobohm  
Downtown Growers Market, Albuquerque

## All sponsorship levels include these Fundamental Benefits:

- Your logo and link on the Farmers Market Pros InTents Conference website page
- Exhibitor booth at the InTents Conference, March 6-8, 2023
- Your organization listed on social media platforms and email newsletter prior to conference

## 2023 SPONSORSHIP LEVELS:

### Tabletop Sponsor \$750

- Fundamental Benefits listed above
- One Learn and Grow conference registration (\$365 value)
- One Tent Talk podcast ad in 2023
- Four email news links

### Umbrella Sponsor \$1,250

- Fundamental Benefits listed above
- One Learn and Grow conference registrations (\$365 value)
- Logo in online conference schedule
- Logo and link on Farmers Market Pros website resource page through Dec 31, 2023
- Two Tent Talk podcast ads in 2023
- Four E-news links in 2023

### Banner Sponsor \$2,500

- Fundamental Benefits listed above
- Two Learn and Grow Conference registrations (\$730 value)
- Logo and link in online conference schedule
- Logo and link on Farmers Market Pros website resource page through Dec 31, 2023
- Four Tent Talk podcast ads in 2023
- Two E-news ads and Ten E-news links in 2023

## Canopy Sponsor \$5,000

- Fundamental Benefits listed above
- Four Learn and Grow Conference registrations for your team or clients (\$1,460 value)
- Logo and link in online conference schedule
- Demo session included in conference schedule
- "Presented by" recognition and sponsorship of one Main Stage conference session
- Logo and link on Farmers Market Pros resource page through Dec 31, 2023
- Eight Tent Talk podcast ads in 2023
- Twelve E-news ads and Twelve E-news links in 2023

## Big Tent Sponsor \$10,000

- Fundamental Benefits listed above
  - Eight Learn and Grow Conference registrations for your team or clients (\$2,920 value)
  - Logo and link in online conference schedule
  - Demo session included in conference schedule
  - "Presented by" recognition and sponsorship of two Main Stage conference sessions
  - Logo and link on Farmers Market Pros resource page through Dec 31, 2023
  - Twelve Tent Talk podcast ads in 2023
  - Twenty E-news ads and Twelve E-news links in 2023
  - Linked logo in E-news throughout 2023
  - Your organization featured in one Tent Talk podcast interview in 2023\*
- (\*episode guest, topics, questions and schedule provided or approved by Farmers market Pros)*

## Custom Sponsorships Available

Contact us regarding sponsorship of name tags, reception, shirts, bags, lunch market or other custom benefits.

## Scholarships

Your business or nonprofit organization or foundation can sponsor farmers, foodmakers and farmers market managers to attend the InTents Conference 2023. A \$500 contribution allows 2 farmers market participants, chosen via application, to attend at the Learn & Grow level. A \$1,000 contribution allows 5 farmers market participants to attend at the Learn and Grow level, or up to 2 participants to attend with travel expenses included.\*

*(\*Contributions do not exceed fair market value of registration and are not considered charitable contributions for tax purposes.)*



**[CLICK HERE TO SUBMIT YOUR SPONSORSHIP APPLICATION!](#)**

## Contact

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