



# GREEN CITY MARKET SPONSORSHIP

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At-Market Sponsorship Opportunities



# GREEN CITY MARKET

Thank you for your interest in a sponsorship with Green City Market. GCM is paving a new path for the local food economy in the Midwest by deepening our support for small family farmers, educating consumers and the next generation of eaters, and increasing access to local, healthy, sustainable food.

## SPONSORSHIP OPPORTUNITY

Your sponsorship investment affords your business or nonprofit the opportunity to engage with Green City Market's community - tens of thousands of people who are passionate about shopping and eating locally, sustainability, agriculture, education, the environment, and health.

## SOCIAL MEDIA & EMAIL MARKETING REACH AND ENGAGEMENT RATES (ER)



Green City Market exceeds nonprofit engagement rates on all channels.

## MARKETS

<b>LINCOLN PARK</b> AVG: 7,000 - 10,000 shoppers May-October Saturdays 7am-1pm South End of Lincoln Park	<b>LINCOLN PARK</b> AVG: 1,500 - 3,000 shoppers May-October Wednesdays 7am-1pm South End of Lincoln Park	<b>WEST LOOP</b> AVG: 1,500 - 3,000 shoppers June-October Saturdays 8am-1pm Mary Bartelme Park	<b>INDOOR</b> AVG: 1,000 - 1,500 shoppers November-April Saturdays 8am-1pm Peggy Notebaert Nature Museum
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## SPONSORSHIP INCLUDES

- Approximately 10' x 10' area within Green City Market\*\*
- At-market sponsorship recognition using hyperlinked company name in e-newsletter during the week prior to the sponsorship date
- At-market sponsorship recognition in GCM's annual report

\*Audience figures as of August 2020 Sponsored social media and blog posts available at additional cost.  
 \*\*No set-up is provided. You are encouraged to bring your own tent, table, and display materials. Please note, no balloons or confetti will be allowed.  
 Sponsors are responsible for removing all landfill waste generated at the sponsorship booth at the conclusion of the market.



## SPONSORSHIP INVITATION

GCM invites you to submit your intent to invest in an at-market sponsorship package. Your submission will be reviewed to ensure that your sponsorship investment aligns with GCM's mission, vision, and values.

## SUBMIT YOUR INTENT TO INVEST IN A SPONSORSHIP AT:

<https://www.greencitymarket.org/about/sponsors.asp>

## GUIDELINES

- Sponsors are encouraged to submit the intent to invest in a sponsorship at least three weeks prior to the requested sponsorship date.
- The sponsor's mission, vision, values, and practices must align with those of GCM.
- Sponsorship is not considered confirmed until GCM has received a signed agreement, a certificate of insurance naming Green City Market as additionally insured for the sponsored dates, and payment in full.
- Sponsors will not be allowed to sell or sample any items for promotional purposes at market without written consent from GCM.
- Sponsors will not be allowed to collect money or seek donations.
- Sponsors may not use balloons or confetti to decorate their booths.

## SPONSORSHIP INVESTMENT | PER MARKET RATE

### CORPORATE RATE OVER 50 EMPLOYEES

- Lincoln Park Wednesdays: \$500
- Lincoln Park Saturdays: \$1,000
- West Loop Saturdays: \$500
- Indoor Saturdays: \$100

### SMALL BUSINESS RATE UNDER 50 EMPLOYEES

- Lincoln Park Wednesdays: \$250
- Lincoln Park Saturdays: \$500
- West Loop Saturdays: \$250
- Indoor Saturdays: \$100

### NON-PROFIT RATE

- Lincoln Park Wednesdays: \$125
- Lincoln Park Saturdays: \$250
- West Loop Saturdays: \$125
- Indoor Saturdays: \$100



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**Interested in engaging with GCM's community? Let's chat.**

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[www.greencitymarket.org](http://www.greencitymarket.org)

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