

# Stevenson Farmers' Market

A PROGRAM OF THE STEVENSON DOWNTOWN ASSOCIATION

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2022 Market Sponsorship Opportunities





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STEVENSON DOWNTOWN ASSOCIATION

## Farmers' Market Mission

To enhance the quality of life in Skamania County by providing access to fresh, locally grown produce for all income levels, provide alternative marketing opportunities to local agricultural and cottage industries, foster food education, and social gathering/interaction within our community.

## Farmers' Market Services

The market's services function to attract and retain visitors, promote exploration of our city, and foster a sense of community friendliness.

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A MAIN STREET ORGANIZATION

## Our Mission

To promote and revitalize Downtown Stevenson and enrich our local heritage.

## Our Vision

By embracing the Main Street Approach, we envision a historically preserved, economically vibrant downtown where locals and visitors alike come together for community, culture and connection to the Columbia River.

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# A Natural Match Made in 2022



**Community  
Activation**

**Vibrant  
Downtown**

**Connection  
to Waterfront**

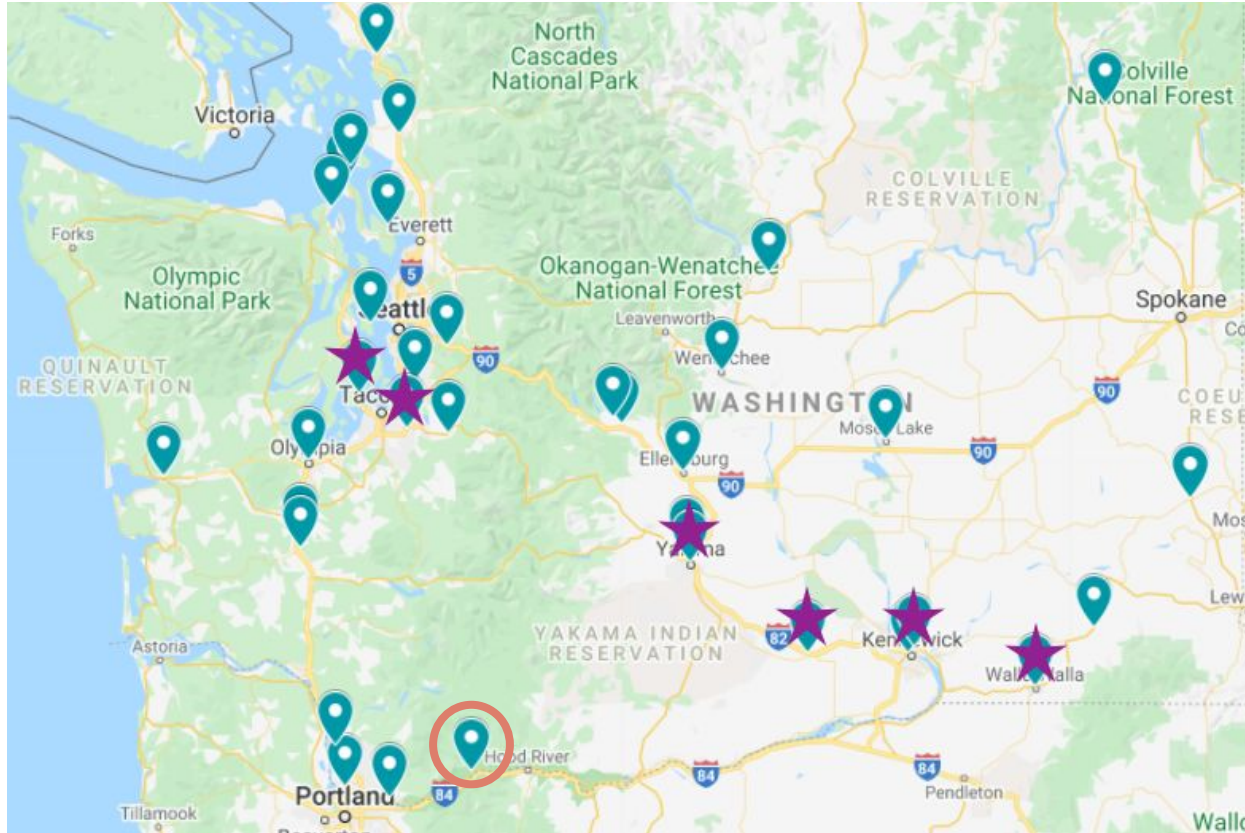
**Visitor  
Experience**

**Entrepreneur  
Support**



# WA Main Street Communities with Farmers' Markets

- Prosser
- Walla Walla
- Downtown Yakima
- Downtown Kennewick
- Downtown Pasco
- Puyallup
- Gig Harbor



# Why Sponsor the Stevenson Farmers Market?

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# Why Sponsor?

- 18 market days averaging over 300 customers each week
- Local products from Farmers, Gardeners, Butchers, Bakers and Artisans
- 25 vendors showcasing fresh produce, food products, plants, flowers, soaps and apothecary items, craft spirits, artisan products and crafts
- Local live music
- SNAP, WIC and Senior discounts



[stevensonfarmersmarket.com](http://stevensonfarmersmarket.com)  
[stevensonmainstreet.org](http://stevensonmainstreet.org)







# Why Sponsor?

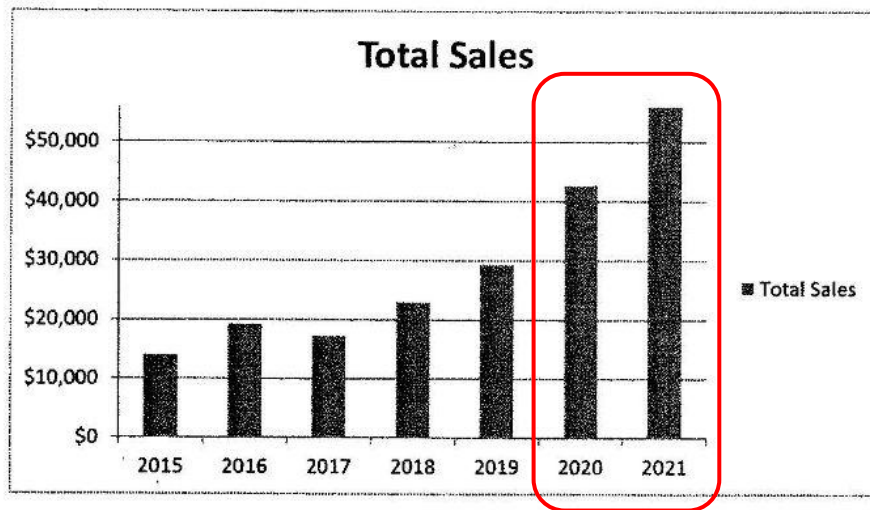
- **STRONG ROOTS:** 15 years in operation and 2 years as the only waterfront market in the Columbia River Gorge
- **EXPOSURE:** Attendance grew 116% since moving to waterfront
- **GROWTH:** 93% increase in sales since moving to waterfront
- **ABUNDANCE:** Merger with Stevenson Downtown Association in 2022 provides opportunities for the future



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# MARKET VENDOR SALES



	Total Sales
2015	\$14,000
2016	\$19,185
2017	\$17,231
2018	\$22,945
2019	\$29,312
2020	\$42,735
2021	\$56,233

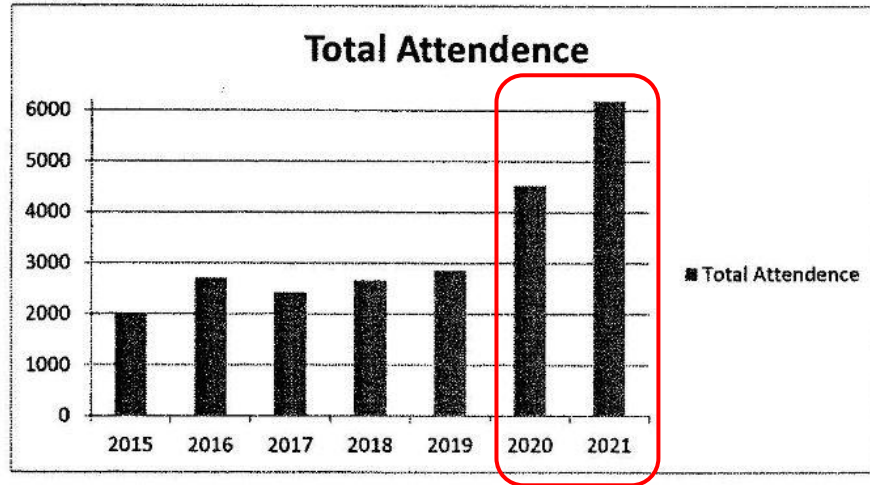
Waterfront  
location



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# MARKET CUSTOMERS



Waterfront  
location

## Total Attendance

2015	2000
2016	2714
2017	2430
2018	2660
2019	2861
2020	4533
2021	6190



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# Your sponsorship supports the market and ...

- Enhances the quality of life in Skamania County by providing **access to fresh, locally grown produce for all** income levels
- Provides alternative marketing opportunities to local agricultural and cottage industries
- Fosters food education
- Creates social gathering and interaction within our Gorge community



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# 2022 Sponsorship Opportunities

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# 2022 Farmers Market Sponsorship Opportunities:

	Master Gardener	Green Thumb	Harvester	Cultivator	Germinator
<b><i>Sponsorship Contribution Amount</i></b>	<b>\$2,500</b>	<b>\$1,000</b>	<b>\$500</b>	<b>\$350</b>	<b>\$200</b>
Featured in Farmers Market <u>full page ad in River Talk Weekly** every week</u> during Market season	Big logo	Medium logo	Small logo	Small logo	Name listed
Logo on Market website with link	YES	YES	YES	YES	YES
Recognition on Market Facebook page during Market season (1300 followers)	YES	YES	YES	YES	YES
Outreach booth on Market day	3x	2x	1x	–	–
Logo on Farmers Market printed materials	Big	Medium	Small	–	–
Social media video feature	YES	YES	–	–	–
Logo and quote on Farmers Market Utility Trailer	YES	–	–	–	–

*\*\*see next page bio & benefits of advertising in River Talk Weekly, the Market's #1 Sponsor!*

# RIVER TALK WEEKLY

The Free, Weekly Local Newspaper for Camas-Washougal & Skamania Co.

## ***The Most Read Publication in Camas, Washougal & Skamania***

Locally related news, event announcements and posters, health and wellness articles, crosswords classified ads, public announcements and more!

## ***Delivered Weekly***

River Talk hits the stands every Monday and is distributed to over 100+ local public area locations for readers to stop by and pick up a free copy each week.

## ***Marketplace Foot Traffic***

The 100+ places that we deliver the paper to, make up approximately 72% of the total market place foot-traffic of Camas, Washougal & Skamania. River Talk Weekly has set the record for free to the public distribution. We're in more public locations than all the other newspapers, Combined!

## ***Affordable Long-Term Branding***

Some of our advertisers have been in the paper for over 20 years and still have their ads in River Talk Weekly today!

## ***Maximize Your Brands Public Exposure***

River Talk Weekly is read thousands and thousands of times every week. Your Brand will be seen in the newspaper, more than anywhere else. More than Facebook & Instagram COMBINED!

## ***Attrition Rate "Leftover Newspapers"***

Our attrition rate is currently averaging a very low 4% for 2020

## ***More Web Presence from Your Printed Ad***

Readers visit your website & social media after finding it in your ad in River Talk Weekly.

## ***Shop Local***

River Talk's message to its readers, is "Shop locally first, before leaving Camas, Washougal & Skamania" and brought to you and paid for by your local businesses and organizations. We only advertise to businesses and organizations that are located within Camas, Washougal & Skamania.

## ***Over 30 Years Weekly Publishing***

Camas, Washougal & Skamania's 30-year-old independent locally owned and operated publication.

## ***Connect with Your Community***

Make your business visible to thousands and thousands of local Camas, Washougal & Skamania people, on a weekly basis by joining the other businesses here in River Talk Weekly.

## ***Join the Most Used Local Advertising Source in Camas Washougal & Skamania***

River Talk Weekly has more local paying advertisers than all other publications combined! Why are we the #1 choice? Because, we are the most read, most distributed, most affordable and most effective advertising in Camas Washougal & Skamania.

## ***Most Advertisers Agree***

"Yes, my ad in River Talk Weekly is just as important as my electric bill is."

**All Farmers Market sponsors featured in weekly full page ads in River Talk Weekly, the market's #1 sponsor!**

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THANK  
YOU!