



Countryside

Business and Corporate Sponsorship Opportunities

About Sponsorships

We are sincerely grateful for and value our sponsors. Because of you we can serve our community and advance our work year after year!

You can choose to sponsor any program area that aligns with your giving priorities or choose to sponsor Countryside holistically. All sponsors can choose a level that allows them to benefit from promotional exposure at our markets and digital platforms. There are many options to fit your needs. We hope that you will read through and let us know how you'd like to help.

About Countryside

Countryside's mission is to build a thriving local food community in and beyond CVNP by preserving farmland, cultivating farmers, and expanding local food.

Countryside was established in 1999 as a nonprofit partner of Cuyahoga Valley National Park to assist in the creation of an innovative farmland program that leases these historic farmsteads to private farmers who commit to be good stewards to the land. We work with the park to engage community and conserve the pastoral features of this amazing national park.

We educate and train aspiring farmers through our New Farmer Academy to build career pathways and support small farms throughout northeast Ohio.

Countryside operates two farmers' markets and a regional food access program that supports low-income families in four counties at twelve farmers markets in our network. You can learn more about last year's accomplishments in our [Annual Impact Report](#).

About Countryside Farmers' Markets

Countryside began operating farmers' markets in 2004 and have grown to support anywhere from 50-80 small, local businesses each year. They collectively generate close to \$1 million dollars in gross sales at our markets and serve over 50,000 customers.

- Countryside Farmers' Market at Howe Meadow, in Cuyahoga Valley National Park, 4040 Riverview Rd., Peninsula, Saturdays, 9am to 12pm, May – October
- Countryside Old Trail School Winter Farmers' Market, 2315 Ira Rd., Bath, select Saturdays, 9am to 12pm, November – April

Who You Will Reach

Countryside Farmers' Market shoppers are engaged and thoughtful consumers who make purchases and investments that align with their values and their passions. They have healthy and active lifestyles, and care about authenticity, integrity, personal connections, and community.

By the numbers:

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- Average customer attendance per market – Howe Meadow: 1500 (peak 2100), Highland Square: 550 (peak 800), Winter: 700 (peak 1000) (Note: Since the pandemic our attendance numbers are still recovering. We can give you update attendance averages when we meet).
- Over 6,000 subscribers to our weekly eNewsletter
- Over 15,000 (and growing!) followers on Facebook, Twitter, Instagram, TikTok, and YouTube.

A Unique Opportunity

We are recognized locally, regionally, and nationally as a leader in advocacy, education and programs supporting sustainable agriculture and local food.

Our market customers trust us. Aligning your brand with Countryside will create a foundation of trust between them and you.

2022 sponsorship opportunities

Corporate partnerships • \$25,000

thank you to the jm smucker company for their 2019, 2020 & 2021 support as our corporate partner!

- Partners can have their logo printed on 2022 promotional materials (10,000 distribution, print deadline 2/01/2022)
- Exclusive a-frame sign at farmers' market entrances
- Company name and logo recognition on website (20,887 average monthly visitors/past year) and in weekly eNews
- Monthly digital media content features
- Opportunity to table markets for face-to-face interactions with market customers at the market/s of your choice and have a representative from your organization ring the opening bell
- Opportunity to have informational materials at market information booths
- 8 VIP tickets to 2022 special events
- VIP market and farms tours for your group

New farmer academy champion • \$10,000

We're growing farmers & you can join us!

- Inclusion on sponsor recognition a-frame sign at market entrances, large format
- Company name recognition on website (20,887 average monthly visitors/past year) and in weekly eNews
- Quarterly digital media features
- Opportunity to table at up to 3 markets for face-to-face interactions with market customers at the market/s of your choice and have a representative from your organization ring the opening bell
- Opportunity to have informational materials at market information booths
- VIP tours and invites

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Community food access champion • \$10,000

Help us give over 2,000 families access to healthy, fresh, local food!

- Inclusion on sponsor recognition a-frame sign at market entrances, large format
- Company name recognition on website (20,887 average monthly visitors/past year) and in weekly eNews
- Quarterly digital media features
- Opportunity to table at up to 3 markets for face-to-face interactions with market customers at the market/s of your choice and have a representative from your organization ring the opening bell
- Opportunity to have informational materials at market information booths
- VIP tours and invites

Community health partners • \$1,000 and up

Healthy food builds healthy communities! Health and community agencies can partner with us too!

- Inclusion on special community health recognition a-frame sign at market entrances, medium format
- Company name recognition on website (20,887 average monthly visitors/past year) and in weekly eNews
- Quarterly digital media features
- Opportunity to table face-to-face interactions with market customers to share your services
- Opportunity to have informational materials at market information booths

Farmers Market champion: all markets • \$10,000

markets are fun, healthy community building spaces that support local businesses & the local economy!

- Inclusion on sponsor recognition a-frame sign at market entrances, large format
- Company name recognition on website (20,887 average monthly visitors/past year) and in weekly eNews
- Quarterly digital media features
- Opportunity to table at up to 3 markets for face-to-face interactions with market customers at the market/s of your choice and have a representative from your organization ring the opening bell
- Opportunity to have informational materials at market information booths
- VIP tours and invites

Safety sponsor • \$3,500

We pay local police officers to help keep our markets safe and traffic flowing smoothly in and out of the market!

- Inclusion on sponsor recognition a-frame sign at market entrance of your preferred market, medium format
- Company name recognition on website (20,887 average monthly visitors/past year) and in weekly eNews
- 2 digital media features (8,676 Facebook followers, 3,404 Instagram followers, 1,479 Twitter followers)

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- Opportunity to table at up to 2 markets for face-to-face interactions with market customers and have a representative from your organization ring the opening bell
- Opportunity to leave informational materials at market information booth

Music maker • \$3,500 help us help local musicians

Countryside pays its musicians to entertain our customers and vendors each week!

- Inclusion on sponsor recognition a-frame sign at music tent/space, medium format OR yard sign at musician tent, medium format
- Company name recognition on website (20,887 average monthly visitors/past year) and in weekly eNews
- 2 digital media features (8,676 Facebook followers, 3,404 Instagram followers, 1,479 Twitter followers)
- Opportunity to leave informational materials at market information booth

Cooking Demo defender: All markets • \$2,500

We purchase seasonal food from our vendors and buy the ingredients and supplies to show our customers the joys of seasonal, local cooking with delicious samples and recipes!

- Sponsor Recognition on banner at cooking demo tent/table, medium format
- Company name recognition on website (20,887 average monthly visitors/past year) and in weekly eNews
- 2 digital media features (8,676 Facebook followers, 3,404 Instagram followers, 1,479 Twitter followers)
- Opportunity to host a cooking demo
- Opportunity to leave informational materials at market information booth

Compost hero: all markets • \$2,000

Our goal is to pack out, recycle, or compost all market waste and help our vendor reduce disposable bags

- Sponsor Recognition on banner at Zero Waste tent/table, medium format
- Company name recognition on website (20,887 average monthly visitors/past year) and in weekly eNews
- 2 digital media features (8,676 Facebook followers, 3,404 Instagram followers, 1,479 Twitter followers)

Porta-potty patron: All markets • \$1,500

When you gotta go - you gotta go!

- Inclusion on sponsor recognition a-frame sign at market entrance, medium format OR yard sign at portapotties, medium format
- Company name recognition on website (20,887 average monthly visitors/past year) and in weekly eNews
- 2 digital media features (8,676 Facebook followers, 3,404 Instagram followers, 1,479 Twitter followers)

Single day sponsorships

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Choose your market and date

Countryside farmers' market at howe Meadow • \$350

Countryside old trail school winter farmers' market • \$250

- Sponsor recognition sign displayed on market information booth table that day
- Digital media feature prior to event (8,676 Facebook followers, 3,404 Instagram followers, 1,479 Twitter followers)
- Sponsor recognition in digital promotions of event
- Opportunity to table at market for face-to-face interactions with market customers

Special event Markets

Our special event markets highlighting seasonal bounties and celebrations of making and sharing food attract more engaged customers. Markets with special events are consistently have the highest attendance and market sales. These include our annual Tomato and Squash tastings, pre-holiday markets, opening day, and more. Reach out to schedule your spot for these are special opportunities to reach the most customers on a single day.

Countryside farmers' market at howe meadow • \$1,000

Countryside old trail school winter farmers' market • \$500

- Sponsor recognition sign displayed on market information booth table that day
- Digital media feature prior to event (8,676 Facebook followers, 3,404 Instagram followers, 1,479 Twitter followers)
- Sponsor recognition in digital promotions of event
- Opportunity to table at market for face-to-face interactions with market customers

To secure your sponsorship for 2022, please contact Countryside CEO, Tracy Emrick to schedule time to talk about how you'd like to help Countryside connect people, food, and land. 330.945.0449 or temrick@countrysidefoodandfarms.org

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