



**Market  
on a  
Mission**

### **Harvest Party Sponsorship Levels**

**The Boston Public Market Association (BPMA), a nonprofit 501(c)(3) organization, is thrilled to host our fifth Harvest Party fundraiser on Wednesday evening, October 12th, 2022.** The Boston Public Market is a civic, community-building space for farmers, fishers, food entrepreneurs, neighbors, customers, and partners who come together around the common culture of food. We create opportunity for small, New England businesses to thrive and nourish our community with experiences, conversation, and education about public health and the impact of buying local food. Year-round festivals, workshops, cooking classes, and tours create an engaging, educational experience and a vibrant environment for everyone. The annual, signature Harvest Party provides a meaningful opportunity to bring together this diverse group of Market supporters and raise money for **BPMA's Community Engagement Fund**, which allows us to provide educational experiences within our four walls and throughout our local community.

In 2019, we welcomed over 850 guests to the Harvest Party for a festive evening of local food and craft beer, culinary collaborations, live music, and engaging experiences with our farmers, fishers, and food entrepreneurs. *We were delighted to have the support of Citizens Bank, HYM Investments, John Hancock, Harvard Pilgrim Healthcare, The Boston Foundation, Blue Cross Blue Shield of Massachusetts, Eataty Boston, Polar Beverages, Coldwell Banker, DigInn, The American Heart Association, The Stein Family, A Better City, and hundreds of generous individual donors.*

With your help, the return of our Harvest Party in 2022 will be even better! The evening consists of two segments:

- **HARVEST DINNER (5:30-7:00pm):** Kick off the evening in our Entrepreneurship Tent on The Rose Kennedy Greenway with an intimate buffet dinner showcasing innovative food from our Market vendors alongside local libations. The evening will feature a first-look at the commendable small business owners participating in the newly launched Entrepreneurship Forum, powered by Citizens. After dinner, join the party inside the Market, with continued access to the Entrepreneurship Tent and lounge featuring an exclusive open bar. Guests will also enjoy a private, behind-closed-doors look at the Market, get the chance to meet the makers, and swag bags.
- **MARKET PARTY (7:00-10:00pm):** the main event, held throughout the entire market and open to 800+ guests as they delight in live music, dancing, a silent auction, raffles, and vendor demos. This year, our newly opened The Pine Bar will provide craft cocktails and local beer alongside menu samples from our small business vendors to showcase the incredible food *and* beverage options grown, harvested, and produced in our very own region.

We would be grateful for your participation and support! Sponsorship of the 2022 Harvest Party gives sponsors the opportunity to put their brand in front of our **200,000+ customers per month, 105,000+ social media followers, and nearly 25,000 newsletter subscribers.**

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### **CULTIVATE SPONSORSHIP: \$20,000**

With a donation of \$20,000, you will fund our the expansion and development of key programs to support the growth of our entrepreneurship seminars and incubator stall. These programs provide educational and technical support to food entrepreneurs — both current BPM vendors and the outside community, especially minority-owned businesses who face the greatest barriers to entry in education, funding, and supporting a new small business. These much-needed resources are different for each entrepreneur, but include opportunities to attend trainings, receive individual coaching, access affordable design services, and learn from retail experts.

Cultivate sponsorship includes:

- 10 Harvest Dinner tickets and 25 Market Party tickets
- Prominent placement of organization name and logo on event signage, Harvest Party website, press release, and event collateral
- Integration of organization's handle and relevant hash tag(s) in social media campaign
- Opportunity to distribute information about organization via BPMA's newsletter, reaching 24,000+ customers
- Opportunity to table in the Market and engage with customers up to 4 times in 2022-2023; particularly at our Market-wide festivals, which are free and open to the public and regularly attract 12,000+ visitors per event
- General organization advertisement / information displayed on the Market's "Hub Wall" in October 2022
- Recognition in 2022 Annual Report and other BPMA materials
- Recognition in speaking program at Harvest Party

### **GROW SPONSORSHIP: \$15,000**

With a donation of \$15,000, your gift will "feed the way" for students of all ages to visit the Market to touch, taste, explore, and understand the New England food system. Your youth education focused gift will fund our 2022-2023 field trip program, which engages students from preschool to college age through experiential learning on the Market floor. In past years, this program has welcomed over 1,500 students from public, charter, private, and vocational schools from local and regional school districts.

Grow Sponsorship includes:

- 8 Harvest Dinner tickets and 20 Market Party tickets
- Prominent placement of organization name and logo on event signage, Harvest Party website, press release, and event collateral
- Integration of organization's handle and relevant hash tag(s) in social media campaign
- Opportunity to table in the Market and engage with customers 3 times in 2022-2023, particularly at our Market-wide festivals, which are free and open to the public and regularly attract 12,000+ visitors per event
- Recognition in 2022 Annual Report and other BPMA materials
- Recognition in speaking program at Harvest Party

### **PLANT SPONSORSHIP: \$10,000**

With a donation of \$10,000, your gift will help to fund our robust calendar of seasonal programs, including our FarmFest, Fiber Festival, and Agricultural Festival. It will also allow us to take our activities outside our four walls and expand our reach through our mobile farm stand program via the "BPM Blueberry," which will be used to participate in

several offsite events throughout the Community, such as neighborhood festivals and health and wellness fairs.

Plant sponsorship includes:

- 6 Harvest Dinner tickets and 15 Market Party tickets
- Prominent placement of organization name and logo on event signage, Harvest Party website, press release, and event collateral
- Integration of organization's handle and relevant hash tag(s) in social media campaign
- Opportunity to table in the Market and engage with customers one time in 2022-2023
- Recognition in 2022 Annual Report and other BPMA materials
- Recognition in speaking program at Harvest Party

**SEED SPONSORSHIP: \$5,000**

With a donation of \$5,000, you will fund our efforts to grow our community partnerships. Every year, the Market engages a talented group of likeminded partners to deliver public programming, enhance the Market experience and provide support for our community partner driven activities. Your contribution will allow us to develop richer programming and activities with our exceptional collaborators.

Seed sponsorship includes:

- 4 Harvest Dinner tickets and 10 Market Party tickets
- Prominent placement of organization name and logo on event signage, Harvest Party website, press release, and event collateral
- Recognition in 2022 Annual Report and other BPMA materials
- Recognition in speaking program at Harvest Party

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