



**Market  
on a  
Mission**

Dear Friend,

After a two year hiatus, the Boston Public Market Association is thrilled to host our fifth Harvest Party fundraiser on Wednesday evening, October 12<sup>th</sup>, 2022. Our annual Harvest Party is an evening to celebrate and remember the mission of the Market and to look towards the future of the Market and our community.

Since we opened in 2015, the world has indeed changed. The ongoing pandemic exposed an urgent need for a strong, self-reliant, local food economy. A nationwide racial reckoning has increased the demand for equity in all areas of society. New, diverse public leadership has come to represent parts of our region, showcasing Boston and surrounding areas in new ways. Food Justice is a growing social movement with momentum behind it. These profound shifts offer enormous challenges and opportunities for our work. We are gratified to be a pivotal destination in downtown Boston, and we know we have a very important role to play in the revitalization of this wonderful city. But, we also know that we need to be so much more than that.

We are renewing our efforts to emulate this emerging awareness of and appreciation for the city's diversity, centered around the convening power of food. In serving as a vehicle for this emerging Boston to shine, the Boston Public Market will help to lead the movement toward that new Boston where we celebrate the diversity of our neighbors.

The Boston Public Market Association is a "**Market on a Mission**" to nurture local entrepreneurs who have barriers to fully participating in the Market, educate our visitors on the importance of a resilient and equitable food system, celebrate the bounty of *all* of New England, and cultivate a *diverse* community around food. We welcome you to be a part of our community and join us at this event! Your support enables opportunities such as:

- **Subsidizing rent in our vendor stalls**, allowing greater access to a prime retail location downtown, especially for diverse community members who face greater barriers of entry into the neighborhood.
- Contributing to BPMA's Community Engagement Fund, which allows us to **develop educational experiences** and programming within our four walls and throughout our local community.
- Support our Entrepreneurship Forum & Incubator Program, powered by Citizens, which offers **educational seminars for BIPOC entrepreneurs and access to a free stall within the Market**
- Enhance our community partnerships with a diverse range of likeminded partners across the region
- and many more — see our attached sponsorship page for additional details!

The continued challenges of the pandemic and its effects proved to us one thing: our community — of vendors, partners, and visitors alike — is resilient, supportive, and dedicated to ensure that the Market remains a thrilling, vibrant place of education, connection, and growth. **We hope you will help us further this impact by sponsoring the Harvest Party** and gaining access to a large Boston audience through our significant marketing campaign, which will incorporate social media (105,000+ followers), newsletters (24,000+ subscribers), press coverage, advertising and logo inclusion on materials and giveaways. Additionally, some of our sponsorship packages include onsite engagements at the Market before, during, and after the Harvest Party.

Attached are more details about our Harvest Party Sponsorship packages, and we'd be very grateful for your consideration. We are also happy to create a tailored sponsorship package that works for you! We

will be in touch shortly to discuss these opportunities further. In the meantime, we've attached our 2021 Annual Report; we are very proud of all we have accomplished so far, but we need your help to have an even greater impact as we move forward.

Sincerely,

Cheryl Cronin  
CEO  
ccronin@bostonpublicmarket.org  
617.973.4909 X201