SPONSORSHIP OPPORTUNITIES

OCTOBER 17, 2024
SUPPORTING OUR MISSION

Your sponsorship aids in creating opportunities for the independent farmers, fishers, and food entrepreneurs of New England, and in nourishing our community with food and experiences.

Your contribution enables opportunities such as:
- The subsidizing of 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.
- The growth of the BPMA’s Community Engagement Fund, which allows us to develop educational experiences and programming within our four walls and throughout our local community.
- Support for our Entrepreneurship Forum & Incubator Program, powered by Citizens, which offers educational seminars for BIPOC entrepreneurs and access to a free stall within the Market.
- Enhancing our community partnerships with a diverse range of likeminded partners across the region.

Boston Public Market Association

As a non-profit organization, the Boston Public Market 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. Check out our Annual Reports to learn more about the ways we activate around our mission.
Harvest Party 2024
Carnival Edition

Step right up! Join us for our seventh annual Harvest Party fundraiser, an evening in support of the Boston Public Market’s mission to cultivate a diverse community around food. In the spirit of celebrating local farms and authentic food, the Market will become the ultimate carnival for one-night only!

**Carnival Classics Galore**
Test your skills at classic carnival games like milk bottle ring toss and balloon darts. Caricature artists and captivating performers add to the festive fair feel.

**Delightful Delicacies**
Indulge in a spread of carnival favorites including cotton candy, caramel apples, and hot pretzels, alongside signatures bites from our small business food entrepreneurs. Complete the night with local libations from The Pine Bar.

**Pumpkin Photo Op**
Capture the memories with friends and family alongside our festive Giant Royal Pumpkins, complete with autumnal props and a rustic pumpkin patch backdrop. Last year’s pumpkin duo weighed a combined 2,500 pounds!

**Live Entertainment**
Groove to the beat with live music by local group Fuller & Friends all night long!

**Silent Auction**
Bid the night away on experiences, prizes, and packages that highlight the best of New England.
DINNER

5:30-7pm
($500 ticket)

- Stationed buffet dinner showcasing the signature cuisines from BPM food entrepreneurs
- Open bar featuring New England beer, wine, and spirits from The Pine Bar all evening
- Exclusive access throughout the night to our Entrepreneurship Tent adjacent to the Rose Kennedy Greenway
- Opportunity to interact with our Boston Public Market farmers, fishers, food entrepreneurs, and artisans
- Swag bags and special gifts
- Includes early entry to the Bash

BASH

5:30-7pm
($60 ticket)

- Festive games, performers, and special activations for the ultimate carnival experience
- Bites from all of BPM’s unique food entrepreneurs
- One drink ticket for a local libation from The Pine Bar
- Live music and dancing
- Interactive opportunities to engage with BPM vendors
- Silent auction prizes
- Photos with BPM’s annual giant Royal Pumpkins
SPONSORSHIP BENEFITS

HARVEST PARTY REACH

As our biggest fundraising event of the year, the Harvest Party benefits from a dedicated, months-long strategic marketing plan to increase awareness, drive ticket sales, and cultivate a successful community and mission driven event. This includes, but is not limited to:

- Advertising in regional media outlets, previously including *The Boston Globe*, *Edible Boston*, and *Yankee Magazine*
- Earned press coverage from local media such as *Boston.com*, *The Boston Globe*, *Boston Magazine*, *Time Out Boston* and more
- Newsletter and social media marketing including partnerships with Boston influencers
- Promotion through community partners and BPM’s vendors
- In-market advertising and signage

For more information, please contact Chelsea Doliner at cdoliner@bostonpublicmarket.org.

SPONSOR ENGAGEMENT

Sponsors have the opportunity to engage with the widespread BPM community through several avenues. See packages below to learn more.

Community Festivals
Market-wide festivals, which are free and open to the public and regularly attract 10,000+ visitors per event

Newsletters
25,000+ subscribers

Social Media
100,000+ followers across Instagram, Facebook, X, and TikTok

HUB Wall
Our 122” x 69” digital TV screen, located in the center of the Market, is seen by nearly 100,000 monthly visitors. Each slide is displayed approximately 200 times per day.
CULTIVATE - $35,000

Direct Impact
With a donation of $35,000, you are an integral supporter in the overall strength and success of the Boston Public Market. Not only will your dollars enrich the vibrancy within the Market's doors, but you will be supporting the livelihood of over 833 Massachusetts and New England farms and 1,500 small boat fishers our vendors source from. You will be nourishing the 44,000+ acres of New England farmland our vendors support. You will be helping increase accessibility to fresh local produce for our neighbors who rely on HIP and SNAP, sales of which totaled over $3.9 million since the Market opened. You will be helping Boston Public Market Association cultivate, celebrate, and deepen a diverse community around food.

2024 Annual Items
- Opportunity to table in the Market and engage with customers up to four times in 2024-25 at our Market-wide festivals. This also includes recognition as a key sponsor for participating festivals:
  - Organization name and logo on event signage, website, and collateral
  - Integration of organization's handle and relevant hashtag(s) in social media campaign
  - Inclusion in Newsletters relevant to event
- Opportunity to table and sample products/distribute information an additional four times per month for 2024, particularly during any BPM-sponsored functions or events, such as holiday pop-up weekends, BPM on the Greenway seasonal market, or evening activations within the Market
- General organization advertisement displayed on the Market’s “Hub Wall”, may provide one new slide per quarter for 2024.
- Opportunity to distribute information about organization via BPMA’s newsletter once during 2024
- Recognition in BPMA’s 2024 Annual Report

2024 Harvest Party Items
- 15 Dinner tickets
- 30 Bash tickets

Brand Marketing
- Carnival game sponsorship (see “Grow” level)
- Opportunity to table during Bash
- Listing on Harvest Party website
- Press release mention
- Logo on event signage and collateral
- Social media mentions
- Recognition in speaking program

Volunteer Opportunity
- BPMA will work with you to curate a meaningful, hands-on volunteer activity that supports the mission of the Market while exercising your team's diverse skills

For more information, please contact Chelsea Doliner at cdoliner@bostonpublicmarket.org.
SPONSORSHIP LEVELS

BLOOM - $20,000

Direct Impact
With a donation of $20,000, you will fund 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, 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.

2024 Annual Items
- Opportunity to table in the Market and engage with customers **up to four** times in 2024-25 at our Market-wide festivals. This also includes recognition as a **key sponsor** for **two** of the participating **festivals**:
  - Placement of organization name and logo on event signage, website, and event collateral
  - Integration of organization’s handle and relevant hashtag(s) in social media campaign
  - Inclusion in Newsletters relevant to event
- Opportunity to table and sample products/distribute information an **additional two times per month** for 2024, particularly during any BPM-sponsored functions or events, such as holiday pop-up weekends, BPM on the Greenway seasonal market, or evening activations within the Market
- General organization advertisement displayed on the Market’s “Hub Wall”, may provide one new slide per quarter for 2024.
- Opportunity to distribute information about organization via BPMA’s newsletter once during 2024
- Recognition in BPMA’s 2024 Annual Report

2024 Harvest Party Items
- 10 Dinner tickets
- 25 Bash tickets

Brand Marketing
- Carnival game sponsorship (see “Grow” level)
- Opportunity to table during Bash
- Listing on Harvest Party website
- Press release mention
- Logo on event signage and collateral
- Social media mentions
- Recognition in speaking program

Host an Event
- Welcome up to 75 guests to an unforgettable evening at the Boston Public Market. You’ll have exclusive access to our Greenway Corner and assistance in coordinating delicious food & beverages from our local vendors
- Venue fee and event coordination are included in this opportunity. Food, beverage, service staff time, and other fees are not included

For more information, please contact Chelsea Doliner at cdoliner@bostonpublicmarket.org.
SPONSORSHIP LEVELS

GROW - $15,000

Direct Impact
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 2023-2024 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.

2024 Annual Items
- Opportunity to table in the Market and engage with customers up to three times in 2024-2025, particularly at our Market-wide festivals
- Recognition in BPMA’s 2024 Annual Report

Tour the BPM
- Visit the BPM for an engaging and educational private tour and tasting of the Boston Public Market, for up to 20 guests. Learn about the history of the BPM, hear stories from our diverse, entrepreneurial small businesses and enjoy bites along the way.

2024 Harvest Party Items
- 8 Dinner tickets
- 20 Bash tickets

Brand Marketing
- Carnival game sponsorship
- Opportunity to table during Bash
- Listing on Harvest Party website
- Press release mention
- Logo on event signage and collateral
- Social media mentions
- Recognition in speaking program

*Carnival Game Sponsorship
Your support at this level, and Bloom and Cultivate levels, allows you to sponsor a select carnival game. By sponsoring a game, you will prominently showcase your brand with additional signage, recognition in event materials, social media mentions, and more.

For more information, please contact Chelsea Doliner at cdoliner@bostonpublicmarket.org.
SPONSORSHIP LEVELS

PLANT - $10,000

Direct Impact
With a contribution of $10,000, you will support our Community Engagement Fund and our efforts to grow a rich, wide range of local partnerships to support the vibrancy of our community happenings. 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, such as live musical performances with the New England Conservatory and local universities, tabling opportunities for fellow non-profits, and participation in citywide initiatives. Your contribution will allow us to develop richer programming and activities with our exceptional collaborators.

2024 Annual Items
- Opportunity to table in the Market and engage with customers once in 2024-25, particularly at our Market-wide festivals
- Recognition in BPMA’s 2024 Annual Report

2024 Harvest Party Items
- 6 Dinner tickets
- 15 Bash tickets

Brand Marketing
- Opportunity to table during Bash
- Listing on Harvest Party website
- Press release mention
- Logo on event signage and collateral
- Social media mentions
- Recognition in speaking program

For more information, please contact Chelsea Doliner at cdoliner@bostonpublicmarket.org.
SPONSORSHIP LEVELS

SEED - $5,000

Direct Impact

With a contribution of $5,000, you will fund our Local Vendor Small Business Development program, providing educational and technical support to our food and artisanal entrepreneurs and farmers through a network of local and national experts. These much-needed resources are different for each vendor, but include opportunities to attend trainings, receive individual coaching, access affordable design services, and learn from retail experts.

2024 Annual Items

- Opportunity to table and sample products/distribute information twice in 2024-25, particularly during any BPM-sponsored functions or events, such as holiday pop-up weekends, BPM on the Greenway seasonal market, or evening activations within the Market
- Recognition in BPMA’s 2024 Annual Report

2024 Harvest Party Items

- 4 Dinner tickets
- 10 Bash tickets

Brand Marketing

- Listing on Harvest Party website
- Press release mention
- Logo on event signage and collateral
- Social media mentions
- Recognition in speaking program

For more information, please contact Chelsea Doliner at cdoliner@bostonpublicmarket.org.
THANK YOU
for your interest in supporting the Boston Public Market Association’s annual Harvest Party!

For more information, please contact Chelsea Doliner cdoliner@bostonpublicmarket.org