

Support an Essential Business - Become a Renton Farmers Market Sponsor!



*Tuesdays 3-7 p.m. - June through September
In the beautiful Piazza Park in downtown Renton*



Celebrating its 21th season in 2022, Renton Farmers Market (RFM) is coordinated by the City of Renton with generous support from community volunteers. RFM is a member of the Washington State Farmers Market Association and the Farmers Market Coalition. Visit www.rentonfarmersmarket.com for more information about the services this program provides to the public and Washington's local farmers.



2021 season

Number of Businesses Supported:
50 total; 17 farmers

42% increase of food benefits
used by shoppers from 2019

Over 2 tons of food donated to
local food bank & programs



We invite you to support this essential work and become a sponsor of the Renton Farmers Market. Sponsorship is not only a great way to promote your business in Downtown Renton, but also an opportunity to help facilitate an essential local event that connects communities in positive, productive ways. Your contribution will directly support the Renton Farmers Market and help the City provide locally grown, healthy foods to the community.

2022 Marketing (may be adjusted if COVID-19 protocols change):

- Event Schedule Flyers – thousands printed and distributed to local Renton businesses and events
- "Let's Go Renton" Program Guide – summer and fall advertisements on-line
- Posters – over 300 distributed to local Renton businesses
- Renton Farmers Market Web Page – www.rentonfarmersmarket.com
- Season-long Signage – along major Renton roadways, including an electronic billboard at State Route 169 (over 43,000 cars each day)
- Social Media Mentions – Facebook, Twitter, Instagram and weekly emails





2022 Sponsorship Levels & Benefits

The Renton Farmers Market offers flexible sponsorship opportunities. Please consider the different levels and contact us to talk about customizing an opportunity that fits your expectations. The Renton Farmers Market could not happen without generous contributions from business partners like you. Thank you for your consideration!

PLEASE NOTE: DUE TO THE COVID-19 PANDEMIC, SPONSORSHIP BENEFITS MAY CHANGE AS STATE AND PUBLIC HEALTH REGULATIONS ARE UPDATED. We will work with you to create viable alternatives.



Why Sponsor?

As an Essential Business, the 2022 Renton Farmers Market is one of the few in-person events allowed for the public

Shoppers come from all over –
Seattle, Renton, Tukwila,
Kent & Bellevue!

Show your support for the
community, local farmers &
healthy food



UNIQUE OPPORTUNITY! Renton Farmers Market Trailer Sponsor: \$10,000

Your company logo/images on the Renton Farmers Market utility trailer! Visible at the Market each week as well as at other large City-hosted events in Renton. This is a three-year sponsorship for a total cost of \$10,000.

- Business mentions each Market day
- Industry exclusive
- Logo/business name on marketing materials (*sponsorship must be finalized by printing dates*)
- Logo with link on websites, weekly emails and social media mentions
- Speaking opportunities at Market; distribute business information at Market Information Booth
- Up to 2 opportunities for booth space at Renton Farmers Market each season
- Vinyl wrap on Renton Farmers Market Trailer (sponsor provided; pre-approved design) for 3 years

Platinum Sponsor: \$10,000

- Banner with business logo/name displayed in Downtown Renton, including on non-Market days
- Business mentions each Market day
- Industry exclusive
- Speaking opportunities at Market; distribute business information at Market Information Booth
- Up to 17 opportunities for booth space each Market day, with priority scheduling
- Logo/business name on marketing materials (*sponsorship must be finalized by printing dates*)
- Logo with link on websites, weekly emails and social media mentions

Gold Sponsor: \$5,000

- Banner with business logo/name displayed in Downtown Renton, including on non-Market days
- Business mentions at the Market



- Logo/business name on marketing materials (*sponsorship must be finalized by printing dates*)
- Logo with link on websites, weekly emails and social media mentions
- Speaking opportunities at Market; distribute business information at Market Information Booth
- Up to 6 opportunities for booth space at Renton Farmers Market

Silver Sponsor: \$2,500

- Banner (provided by sponsor) with business logo/name displayed in Downtown Renton, including on non-Market days
- Logo/business name on paper marketing materials (*sponsorship must be finalized by printing dates*)
- Logo with link on websites, weekly emails and social media mentions
- Speaking opportunities at Market; distribute business information at Market Information Booth
- Up to 2 opportunities for booth space at Renton Farmers Market

Friend of the Market: \$1,000

- Business/individual link on websites for 2022 season
- Banner (provided by sponsor) visible at Market on Market days
- 1 opportunity for booth space at Renton Farmers Market

Market Day Sponsor: \$400 per Market Day*

- Booth provided for your business on the selected Market day (*No commercial sales allowed*)
- Link and business information on weekly email for your Market Day, and social media mentions
- Speaking opportunity at Market; distribute business information at Market Information Booth (on Market day)

**To allow opportunities for more businesses to participate, the number of Days may be limited.*

IN-KIND Sponsorships:

Are you a business owner who is able to provide coffee, water, or lunch for our amazing team of volunteers each week? Or provide marketing materials such as T-shirts, water bottles or coffee mugs? This is a great opportunity to show your support for the Renton Farmers Market! Contact Carrie Olson, Farmers Market Coordinator, to discuss.

	Trailer	Platinum	Gold	Silver	Friend	Market Day
	1 (3 year term)					17 available
cost	\$10,000.00	\$10,000.00	\$5,000.00	\$2,500.00	\$1,000.00	\$400.00
Vinyl wrap on trailer	✓					
Industry exclusivity	✓	✓				
Business mentions	✓	✓	✓			
Booth @ market	up to 2 days	up to 17 days	up to 6 days	up to 2 days	1 day	1 day
Speaking opportunity	✓	✓	✓	✓	✓	On Market Day
materials at market	✓	✓	✓	✓		On Market Day
logos / link	✓	✓	✓	✓	link only	On Market Day
social media mentions	✓	✓	✓	✓	✓	On Market Day
logos on printed materials	✓	✓	✓	Paper only		
banner @ market*		✓	✓	✓	✓	On Market Day

*on non-attended days Your donation as a sponsor may qualify for a federal income tax deduction! Please consult your tax advisor.

For more information, contact: Carrie Olson, Renton Farmers Market Coordinator
Email: info@rentonfarmersmarket.com Office: 425-430-7214 Cell: 425-766-5388

2022 Sponsor Information



NAME OF BUSINESS:	BOOTH REQUESTS: 2022 MARKET DATES: TYPE IN DATE, NOTE PREFERENCE (1ST/2ND) ALL DATES MAY NOT BE AVAILABLE
MAILING ADDRESS:	JUNE 7 14 21 28 JULY 5 12 19 26 AUGUST 2 9 16 23 30 SEPTEMBER 6 13 20 27
PRIMARY CONTACT NAME & TITLE:	PHONE/CELL:
EMAIL:	WEBSITE:
BRIEFLY TELL US ABOUT YOUR BUSINESS:	
SPONSORSHIP LEVEL	
	FARMERS MARKET TRAILER SPONSOR - \$10,000 (3 YEARS)
	PLATINUM SPONSOR - \$10,000.00
	GOLD SPONSOR - \$5,000.00
	SILVER SPONSOR - \$2,500.00
	FRIEND OF THE MARKET - \$1,000.00
	MARKET DAY SPONSOR - \$400.00 per day (PLEASE NOTE DATE(S) ABOVE)
	IN KIND – FILL OUT SPONSOR INFORMATION AND CONTACT MARKET COORDINATOR

Please note: Booth space at the Renton Farmers Market does not allow commercial sales.

NOTE: Sponsorship Information does not create a right to participate as a sponsor of the Renton Farmers Market. A subsequent, official contract with the City of Renton may be drafted and sent to sponsor for signing along with information about payment options.

2022 Sponsor Information



INDEMNIFICATION & HOLD HARMLESS AGREEMENT

THE MARKET SPONSOR NAMED BELOW SHALL INDEMNIFY and hold the City of Renton (RENTON) and its elected and/or appointed officials, agents, employees, and/or volunteers, harmless from and shall process and defend at its own expense any and all claims, demands, suits, at law or equity, actions, penalties, loss, damages, or costs, of whatsoever kind or nature, (including but not limited to attorneys' fees and court costs) brought against RENTON arising out of, or in connection with, or incident to, the MARKET SPONSOR'S, or the MARKET SPONSOR'S agents, employees, officers, or volunteers) participation at the RENTON FARMERS MARKET (RFM), and/or the MARKET SPONSOR'S performance or failure to perform in a manner consistent with RENTON facility rules and regulations, following RENTON staff instructions, or any actions while at the RFM; provided, however, that if such claims are caused by or result from the concurrent negligence of RENTON, its elected and/or appointed officials, agents, employees, and/or volunteers, this indemnity provisions shall be valid and enforceable only to the extent of the negligence of the MARKET SPONSOR; and provided further, that nothing herein shall require the MARKET SPONSOR to hold harmless or defend RENTON, its elected and/or appointed officials, agents, employees, and/or volunteers for damages or loss caused by RENTON'S sole negligence. The MARKET SPONSOR expressly agrees that the indemnification provided herein constitutes the contractor's/vendor's waiver of immunity under Title 51 R.C.W., for the purposes of this Indemnification and RFM participation if the MARKET SPONSOR is any type of business entity, whether for profit or not for profit. No MARKET SPONSOR is an employee, agent, representative or volunteer of RENTON or RFM based on their RFM participation. As independent contractors/vendors, MARKET SPONSOR'S are not entitled to compensation, workers' compensation, insurance or benefits from RENTON or RFM.

PHOTO/VIDEO RELEASE: I the undersigned MARKET SPONSOR'S and/or any representative of my RENTON FARMERS MARKET participation, give permission to have photos/video tapes taken without compensation, during City of Renton or RFM activities and used for publicity purposes in any manner by RENTON or RFM.

By checking this box and typing my name below, I acknowledge that I am affixing my electronic signature(s) to this document.

Authorized Signature for Sponsor: _____

Printed Name, Title: _____ Date: _____

PUBLIC RECORDS DISCLOSURE NOTICE Signatory acknowledges that the City is an agency governed by the public records disclosure requirements set forth in Chapter 42.56 RCW; therefore, all documents/information furnished to the City may be subject to disclosure – unless exempted by law.

Carrie Olson, Renton Farmers Market Coordinator
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