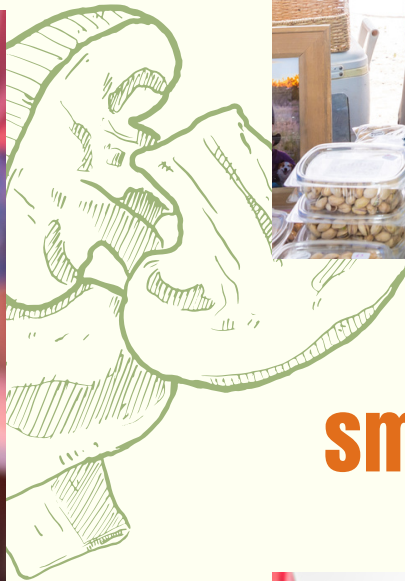


SPONSORSHIP OPPORTUNITIES

HEIRLOOM
FARMERS  MARKETS



**Expand access
to fresh food.**



**Support local
small-businesses.**

**Make a
difference in your
community.**





About Heirloom Farmers Markets

Heirloom Farmers Markets (HFM) is a 501(c)(3) non-profit organization that operates some of Southern Arizona's most vibrant and trusted farmers markets, connecting local farmers, ranchers, food producers, and artisans directly with the community. Our markets serve as weekly gathering spaces that strengthen the local food system, support small businesses, and increase access to fresh, healthy food.

Through programs such as SNAP/EBT, Double Up Food Bucks, Farmers Market Nutrition Program, Nourish Your Neighbors, kids' activities, and community education, Heirloom Farmers Markets ensures our markets are inclusive, accessible, and impactful.

Partnering with Heirloom Farmers Markets offers sponsors meaningful, values-aligned visibility while directly supporting local agriculture and food access across the Tucson region.

Five Weekly Markets

Wednesday – Green Valley Village Farmers & Artisans Market

101 S. La Cañada Dr., Green Valley, AZ 85614

Friday – Udall Park Farmers Market

7202 E. Tanque Verde Rd., Tucson, AZ 85715

Saturday – Oro Valley Farmers Market

Steam Pump Ranch, 10901 North Oracle Road, Oro Valley, AZ 85737

Saturday – Rincon Valley Farmers & Artisans Market

12500 East Old Spanish Trail, Tucson, AZ 85747

Sunday – Rillito Park Farmers Market

Food Pavilions, 4502 North 1st Avenue, Tucson, AZ 85719

Open Year-round

9AM – 1PM (OCT – MAR – WINTER SEASON)

8AM – 12PM (APR – SEP – SUMMER SEASON)



Why Sponsor Heirloom Farmers Markets

Reach thousands of shoppers weekly across multiple Tucson-area markets.

Align your brand with sustainability, health, community and local economic impact.

Engage face-to-face with customers in a trusted, feel-good environment.

Support food access programs that serve families and seniors in need.

Demonstrate local leadership and community investment.

Our Audience

Shopper Profile – Families, retirees, professionals, students, and visitors • Strong interest in local food, health, sustainability, and small businesses • High trust in farmers markets as community institutions

Geography – Tucson, Oro Valley, Vail, Green Valley, and surrounding communities

Consumer Values – Health & wellness • Sustainability & environmental stewardship • Community connection • Supporting local farmers and businesses

Our Reach

Vendors – 250+ across 5 markets

Food Benefit Dollars Dispensed – \$320,000+

Weekly Shoppers – Green Valley | 5,000

Udall Park | 2,000

Oro Valley | 2,000

Rincon Valley | 3,000

Rillito Park | 6,000

Newsletter | 12,000

Website | 15,000 weekly

Social Media – Facebook | 40,000

Instagram | 14,200



SPONSORSHIP OPPORTUNITIES & BENEFITS

Recognition tiers suit brand visibility (see page 4); market tabling suits direct customer engagement — choose one or blend both based on your goals. Please reach out to discuss which sponsorship opportunity best suits your business or organization.

Single-day Market Tabling

Fridays at Udall Park Farmers Market

Saturdays at Oro Valley Farmers Market

Saturdays at Rincon Valley Farmers & Artisans Market

\$250/day – Summer Fee (May thru Sept)

\$350/day – Winter Fee (Oct thru April)

Wednesdays at Green Valley Village Farmers & Artisans Market

\$250/day – Summer Fee (May thru Sept)

\$450/day – Winter Fee (Oct thru April)

Sundays at Rillito Park Farmers Market Pavillions

\$400/day – Summer Fee (May thru Sept)

\$500/day – Winter Fee (Oct thru April)

Festival & Special Event Tabling: \$500–\$1,000 per event

Benefits: Best available 10x10 space at a market



Annual Sponsorship Tiers



Tier	Amount	Benefits
Harvest Partner	\$1,000	• Logo + link on website • Inclusion in bi-weekly newsletter • Option to add market tabling for an additional fee (see page 3)
Market Champion	\$2,500	• Everything in Harvest Partner • One dedicated social media post • Market tabling at 5 markets (may add more, see page 3)
Community Cultivator	\$5,000	• Everything in Market Champion, plus 5 more market tablings (10 total) • Sampling opportunity at the markets • Quarterly social media features (not one-time) • Newsletter feature article
Farm Advocate	\$10,000	• Everything in Community Cultivator, plus 10 more market tablings (20 total) • Recognition in promotional materials & press release • Single-market category exclusivity (only sponsor in your industry)
Legacy Benefactor	\$20,000	• Everything in Farm Advocate, plus 20 more market tablings (40 total) • 1 featured blog post • Annual report recognition • “Presented by” naming rights on a flagship market or season • Full category exclusivity across all markets • First right of refusal for next year



Market Tabling Terms & Conditions

- Sponsors are responsible for providing their own 10x10 tent, tent weights (minimum 20 lbs per leg), tables, and any other necessary setup materials.
- Sponsors are given the best available space. All space assignments are final and non-negotiable.
- New sponsors will be invited to participate on a trial basis before additional dates are confirmed.
- Approaching customers or loudly seeking their attention (hawking) is not permitted. Please remain within the boundaries of your booth and be mindful of the shared market environment. Respect for each other's space is essential to maintaining a positive and welcoming farmers market experience.
- Heirloom Farmers Markets reserves the right to terminate the partnership at any time. Any remaining market dates will be refunded accordingly.
- Please address any questions or concerns to the on-site market manager. They will forward them to the Development Director for review.

Secure Your Sponsorship Today!

Contact: Doran Hadan, Development Director
doran@heirloomfm.org

Sponsor candidates are evaluated individually to ensure there is no direct conflict with HFM's mission. By sponsoring Heirloom Farmers Market, your organization shows a shared commitment to fostering a community that supports our local farmers and producers.

****Benefits begin upon receipt of sponsorship agreement and payment.****