



HEIRLOOM

FARMERS



MARKETS

2026 SPONSORSHIP OPPORTUNITIES

About Heirloom Farmers Markets

Heirloom Farmers Markets (HFM) 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, 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

Weekly Shoppers – Green Valley | 5,000

Udall Park | 2,000

Oro Valley | 2,000

Rincon Valley | 3,000

Rillito Park | 6,000

Newsletter | 11,000

Website | 15,000 weekly

Social Media – Facebook | 40,000

Instagram | 13,500

SPONSORSHIP OPPORTUNITIES

Premier Sponsor

Investment: \$20,000

Our highest-level partnership.

Benefits Include: High-visibility recognition across markets

Tabling opportunities throughout the year (up to 20)

Recognition at all signature festivals

Prominent website placement

Featured newsletter and social media recognition

Inclusion in annual report

Additional tablings can be added at the single day rate (see below).

Market Sponsor (Single-day)

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 Include: Tabling at select market day

Inclusion in newsletter and social media recognition

Program Sponsor

Investment Range: \$5,000 – \$25,000 annually

Support a core HFM program such as:

Nourish Your Neighbors

Kids' Activities & Nutrition Education

Program Sponsors Receive:

Recognition as a supporter of the sponsored program

Tabling opportunities

Logo placement on program-related materials (where applicable)

Logo placement on the program webpage

Inclusion in annual report

Year-end impact summary with program metrics

Recognition and visibility are scaled based on level of support.

Join Us!

Partner with Heirloom Farmers Markets to strengthen Southern Arizona's local food system while connecting your brand with thousands of engaged community members.

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

Benefits begin upon receipt of sponsorship agreement and payment.

Heirloom Farmers Markets is a 501(c)(3) nonprofit organization.

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.

