

Become a Sponsor



1 Why become a sponsor?

Reach your community where it gathers.

1977

here every season since

4

markets every week

60+

local farmers and makers

Thousands

of people every week

Put your business in front of thousands of local shoppers each week — and help keep Shasta County's certified farmers markets thriving. Sponsorship connects your brand with local families who care about supporting the community — season after season. This document covers what sponsors receive, the sponsorship levels, and how to get started.

2 What sponsors receive

- **Local reach** — thousands of shoppers visit our four markets each week, all season long.
- **A trusted name** — nearly 50 years of goodwill — your brand stands alongside a beloved community institution.
- **Season-long visibility** — presence at the markets from spring through fall, plus year-round exposure online.
- **Logo on our website** — your logo on the homepage sponsors wall, linked straight to your site.
- **On-site presence** — banners at the markets — and booth space at higher levels to meet shoppers face to face.
- **Social & newsletter** — shout-outs to our engaged followers and email subscribers.

3 Sponsorship levels

Every sponsorship keeps the markets growing — live music, kids' activities, Chef at the Market, and fresh food programs for our neighbors. Pick the level that fits, and we'll make sure Redding knows you helped.

LEVEL	WHAT'S INCLUDED
ONE-TIME SPONSORSHIPS	
Friends of the Market \$150	A heartfelt thank-you — we'll announce your name at the market in gratitude for your donation.
Grow Your Local Business \$300	A one-time booth at the Saturday market behind City Hall to promote your business — no selling, just you, your story, and your swag. See note 1.
SEASON SPONSORSHIPS	
Seeder \$500	• Your business featured on our Sponsorship page • One social media highlight during the season
Planter \$1,000	• Your business featured on our Sponsorship page • Two or more social media highlights during the season • Booth space every other month at the Saturday market — promo only, swag encouraged
Cultivator \$3,000	• Your business featured on our Sponsorship page • Quarterly or more social media highlights • Your name on our Chef at the Market event signage • Monthly booth space at any of our markets
Harvester \$5,000	• Everything in Cultivator • Two live announcements from our market entertainers • Booth space twice a month at any of our markets • Naming rights for one special event
TOP SPONSOR Barnraiser \$10,000+	• Monthly social media highlights, all year • Three live announcements from our market entertainers • Your name on Chef at the Market signage • Weekly booth space at any of our markets • Naming rights for one of our events

4 Scheduling & deadlines

1. We allow two local business sponsors per market. Dates will be scheduled in advance with the market manager — other market locations may be available on request.
2. Planter-level sponsorships and above are due by December 1st before the sponsorship year, so your name makes it onto the season's marketing materials.

5 Contact

Tell us a little about your business and what you're hoping for — we'll follow up and take it from there. Local businesses across Shasta County already help keep the markets going, and we'd be glad to add your name.

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reddingfarmersmarkets.com · Sponsorship