The Baltimore Farmers' Market & The B-Side

2022 Partnership Opportunities

Presented by

Baltimore Office of Promotion & The Arts

Arts • Events • Film
Farmers’ markets are the epitome of resilience and sustainability—they cut out the middle-man to bring people closer to their food sources and help farmers, chefs, and artisans retain more of their profit. The Baltimore Farmers’ Market is the largest market of its kind in Maryland and a testament to our city’s thriving food scene and creative communities. Celebrating its 45th Anniversary this year, a Sunday trip to the Market has become a multi-generational family tradition where Baltimoreans can procure fresh groceries, hand-crafted goods, unique works of art, and more. Running every Sunday from April - December from 7am - 12pm, the Farmers’ Market is a community hug you can count on throughout the year.
AT THE MARKET
For the General Public
we provide an economically and socially diverse gathering place for Baltimore residents to break bread with each other while supporting local businesses - right in our own neighborhood.

The Market serves upwards of 1,500 people per week, totaling over 50,000 individuals for the entire season.

For regional farmers, vendors, artisans, and organizations
we provide an opportunity to sell their goods, develop relationships with shoppers, and strengthen their capacity to produce handmade and locally grown food.

For Baltimore’s artists, performers, and creative communities
we provide a platform for creation and a built-in audience with which they can share their work and generate their own base of support.
INTRODUCING THE B-SIDE
NEW THIS YEAR, THE B-SIDE IS A MONTHLY PERFORMANCE SERIES

that showcases local artists, musicians, doers, and performers. This special extension of the Farmers’ Market will provide opportunities and visibility to different kinds of artists while creating fun events that bring us all together.
The B-Side will run from **11:00 a.m.–3:30 p.m.** in the same space as the Market —underneath the Jones Falls Expressway at Holliday & Saratoga streets.

**UPCOMING B-SIDE Events**

**June 12**

**PRIDEFEST**

Hosted by Baltimore’s 2020 Drag Queen of the Year, Evon Dior Michelle, with DJ sets by Trillnatured & Thommy Davis, and a special performance by Kotic Couture

**July 3**

**SUMMER OF SOUL**

A concert inspired by the Oscar-winning film *Summer of Soul* directed by Ahmir “Questlove” Thompson

**August 7**

**MUSIC MASHUP & COVER BANDS**

Music mashups and local cover bands playing new twists on old favorites.

**September 4**

**SCHOOL HOUSE ROCK**

A back-to-school bash for students of all ages

**October 2**

**BSO PLAYLIST**

A classical collaboration with the Baltimore Symphony Orchestra
Partnership Opportunities

As we present the 45th season of the Farmers’ Market and the launch of the B-Side performance series, we are looking to collaborate with organizations and companies that wish to invest in our Baltimore community and that value inclusivity, ingenuity, and artistry.

Stay A While

Reserve 3+ Sundays and receive a 10% discount!

*Farmers’ Market-Only Sponsorships are not available during B-Side Sundays (July 12, July 3, August 7, September 4, October 2)

Please note: Sponsorships do not include the cost of any materials or items purchased or created for on-site activations. If such expenses are incurred by BOPA, they will be billed to the partner separately.

The Baltimore Farmers’ Market & B-Side Partnership

Collaborator
$1,500

- On-site activation for one Sunday*
- Logo placement on all print and digital promotional materials for the Market
- Logo on Farmers’ Market website

Investor
$3,500

- Customized on-site activation, conceptualized with BOPA team and other creative partners, for one Sunday*
- One dedicated social media post
- Logo placement on all print and digital promotional materials for the Market
- Logo on Farmers’ Market website

Collaborator
$2,000

- On-site activation for one B-Side Sunday
- Logo placement on all print and digital promotional materials for the Market
- Logo on Farmers’ Market website

Investor
$5,000

- Customized on-site activation, conceptualized with BOPA team and other creative partners, for one B-Side Sunday
- One dedicated social media post
- Logo placement on all print and digital promotional materials for the B-Side and the Farmers’ Market
- Logo on Farmers’ Market website
**FARMERS' MARKET LEAD SPONSOR - $50,000**

- Exclusivity for business category
- Customized on-site activation at every Farmers’ Market, conceptualized with BOPA team and other creative partners (38 weeks between April and December)
- Custom PA Promotional Announcements (live or pre-recorded) during the Market
- Logo Placement on Fencing Wrap around Farmers’ Market
- Two dedicated social media posts
- Logo placement on all print and digital promotional materials for the Market
- One ad placement in BOPA’s Art Around Town newsletter sent to 7,000+ friends & fans.
- Prominent Logo Placement on Farmers’ Market website

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**B-SIDE LEAD SPONSOR - $20,000**

- Exclusivity for business category
- Customized on-site activation at all five B-Side Sundays, conceptualized with BOPA team and other creative partners
- B-Side Stage Appearance and Verbal Remarks to audience
- Custom PA Promotional Announcements (live or pre-recorded) at B-Side stage
- Logo Placement on Stage Signage
- Logo Placement on Fencing Wrap around B-Side Stage
- One dedicated social media post
- Logo placement on all print and digital promotional materials for event
- One ad placement in BOPA’s Art Around Town newsletter sent to 7,000+ friends & fans.
- Prominent Logo Placement on Farmers’ Market website
Thank you for your interest in supporting the local Baltimore culinary, maker, and performance community.

To learn more, please contact Director of Development, Stacy Handler, at shandler@promotionandarts.org or 443-263-4346.

diamond THANK YOU