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# SPONSORSHIP PACKAGE

FARMERS MARKET  
POWHATAN VILLAGE  
GOOCHLAND COURTHOUSE

Opportunities for your business to support a healthy, active community.





# SPONSOR LEVELS & BENEFITS

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Welcome and thank you for your interest in sponsoring the Goochland and Powhatan Farmers Markets! Your support helps us continue to provide fresh, local, and sustainable food, artisan goods, and a vibrant community gathering space. With a range of sponsorship opportunities, your business or organization can gain significant visibility, connect with local consumers, and be part of an exciting and growing initiative. Below, you will find a breakdown of our sponsorship levels and the benefits associated with each. We look forward to partnering with you!

## HARVEST SPONSOR | 1 Available

As the Title Sponsor, your business will be the official sponsor of both the Goochland and Powhatan Farmers Markets. This exclusive sponsorship level provides significant exposure at both markets throughout the season.

Benefits Include:

- **Logo placement** on all market signage (including banners, website, and promotional materials) as the **Title Sponsor** of both markets.
- **Prime placement of your logo** on the front of the market tents at both the Goochland and Powhatan markets.
- **Recognition in all media and marketing materials** for both markets, including social media, email newsletters, and press releases.
- **Prominent placement of a sign/banner** with your logo at the entrance to both markets.
- **Exclusive recognition** on the Farmers Market websites and all print marketing (flyers, posters, etc.) as the Title Sponsor.
- **Option for on-site booth** at both markets for product sampling and promotions and priority placement of any sponsored events or activities.
- **Social Media Mentions:** Multiple shout-outs across our platforms leading up to and during the market season.
- **Opportunity to collaborate** on a special event or promotion with market management.

## CATTLEMAN SPONSOR | 2 Available per County

The Event Sponsor has the unique opportunity to be the primary sponsor of either the Goochland or Powhatan Farmers Market. Only two Event Sponsorships are available, ensuring maximum exposure for your business at one of the markets.

Benefits Include:

- **Exclusive primary sponsor status** for either the Powhatan or Goochland Farmers Market.
- **Logo placement** at the entrance of the market as the Event Sponsor for your chosen market.
- **Featured in all marketing materials** (flyers, posters, digital media) for the sponsored market.
- **Dedicated social media posts** recognizing your support for the sponsored market.
- **On-site signage** with your logo at the sponsored market.
- **Opportunity for booth space** at the sponsored market to promote your products/services.
- **Recognition in newsletters and press releases** about the specific market day.
- **Shout-out during the market announcements** at the weekly markets.
- **Option to collaborate** with market management on special promotions or giveaways.



# SPONSOR LEVELS & BENEFITS CONTINUED

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## CARROT PATCH SPONSOR | 4 Available per County

The Presenting Sponsor allows you to sponsor a specific date at either the Goochland or Powhatan Farmers Market. This level provides significant recognition for your business at the market you choose to support.

Benefits Include:

- **Logo placement** at your chosen market on the event day (tents, signage, etc.).
- **Featured as the Presenting Sponsor** for five dates you choose to sponsor, including mentions during market announcements.
- **Social media** shout-out on both our Facebook and Instagram pages.
- **On-site recognition** with signage at the market.
- **Promotional materials** highlighting your company as the Presenting Sponsor of the market date.
- **Option for booth space** on your sponsored days to directly engage with the community.
- **Opportunity to collaborate** with market management on special promotions or giveaways.

## MUSIC SPONSOR | 22 Available per County

The Musician Sponsor is a great opportunity for local businesses or individuals who want to support the entertainment at the market. As a Musician Sponsor, you'll help fund the live music and entertainment that adds a fun and inviting atmosphere to the event.

Benefits Include:

- **Recognition on the musician stage sign** for the date(s) you sponsor.
- **Acknowledgment** during musician performance and during announcements before or after the performance.
- **Social media shout-out** on both our Facebook and Instagram pages with your name or business listed as a sponsor
- Opportunity to promote your business via signage at the event or on-site marketing materials.
- **Invitation to engage** with the musicians and the community at the market.



# POWHATAN FARMERS MARKET

The information below outlines all sponsorship opportunities available for the 2026 Powhatan Village Farmers Market season, organized by Powhatan County Parks and Recreation. If you have any questions regarding this information, contact Ellie Weatherby, Farmers Market Manager, or Megan Heatwole, Director at [market@powhatanva.gov](mailto:market@powhatanva.gov)

## FARMERS MARKET | 4 Sponsorship Levels

The Powhatan Village Farmers Market is a producer-only grower's market, featuring farm-fresh seasonal produce, grass-fed meats, fruits and berries, honey, baked goods and select artisan crafts. The Market takes place May-September, on Thursdays from 4-6:30pm, in the Village of Powhatan. Food trucks and live music are featured weekly. Residents and visitors are invited to stop by for dinner and stock up for the week on fresh local products!



| SPONSOR BENEFITS  | HARVEST SPONSOR        | CATTLEMAN SPONSOR      | CARROT PATCH SPONSOR | MUSIC SPONSOR         |
|---|------------------------|------------------------|----------------------|-----------------------|
|   | \$4,000<br>1 AVAILABLE | \$1,000<br>1 AVAILABLE | \$500<br>4 AVAILABLE | \$100<br>22 AVAILABLE |
| On-site promotional opportunity at the market   | ✓                      | ✓                      | ✓                    |                       |
| County provided sign with Company/ Organization logo prominently displayed at event                     | ✓                      | ✓                      | ✓                    | ✓                     |
| Company/Organization logo/name used in all print, web, and social media promotions.                     | ✓                      | ✓                      | ✓                    |                       |
| Acknowledgment on Powhatan Parks and Recreation's website   | ✓                      | ✓                      | ✓                    |                       |
| County provided banner with Company/Organization logo prominently displayed at event                    | ✓                      | ✓                      |                      | ✓                     |
| Recognition as the official sponsor for the 2025 Farmers Market Season for Goochland & Powhatan Markets | ✓                      |                        |                      |                       |
| Exclusive rights as the Powhatan Market Sponsor for the 2025 season                                     | ✓                      | ✓                      |                      |                       |
| Exclusive rights as the market day sponsor  |                        |                        | ✓                    |                       |
| Exclusive recognition as the market day musician sponsor  |                        |                        |                      | ✓                     |

**The Title Sponsor will be the official sponsor for both the Powhatan and Goochland Markets. The Event Sponsor must choose to be the primary sponsor of either the Powhatan or Goochland Market. Presenting and Musician Sponsors must also select the dates and county they wish to sponsor.**

*For more information, contact Ellie Weatherby, Farmers Market Manager, at [market@powhatanva.gov](mailto:market@powhatanva.gov)*



# GOOCHLAND FARMERS MARKET

The information below outlines all sponsorship opportunities available for the 2026 Goochland Courthouse Farmers Market season, organized by Goochland County Parks and Recreation. If you have any questions regarding this information, contact Ellie Weatherby, Farmers Market Manager or Angelia Miller, Assistant Director, at [farmermarket@goochlandva.us](mailto:farmermarket@goochlandva.us)

## FARMERS MARKET | 4 Sponsorship Levels

The Goochland Courthouse Farmers Market is a producer-only grower's market, featuring farm-fresh seasonal produce, grass-fed meats, fruits and berries, honey, baked goods and select artisan crafts. The Market takes place May-September, on Thursdays from 4-6:30pm, across from the Goochland Sports Complex. Food trucks, live music and a kid zone are featured weekly. Residents and visitors are invited to stop by for dinner and stock up for the week on fresh local products!



| SPONSOR BENEFITS  | HARVEST SPONSOR        | CATTLEMAN SPONSOR      | CARROT PATCH SPONSOR | MUSIC SPONSOR           |
|---|------------------------|------------------------|----------------------|-------------------------|
|   | \$4,000<br>1 AVAILABLE | \$1,000<br>2 AVAILABLE | \$500<br>4 AVAILABLE | \$100<br>0/22 AVAILABLE |
| On-site promotional opportunity at the market   | ✓                      | ✓                      | ✓                    |                         |
| County provided sign with Company/ Organization logo prominently displayed at event                     | ✓                      | ✓                      | ✓                    | ✓                       |
| Company/Organization logo/name used in all print, web, and social media promotions.                     | ✓                      | ✓                      | ✓                    |                         |
| Acknowledgment on Goochland Parks and Recreation's website  | ✓                      | ✓                      | ✓                    |                         |
| County provided banner with Company/Organization logo prominently displayed at event                    | ✓                      | ✓                      |                      | ✓                       |
| Recognition as the official sponsor for the 2025 Farmers Market Season for Goochland & Powhatan Markets | ✓                      |                        |                      |                         |
| Exclusive rights as the Goochland Market Sponsor for the 2025 season                                    | ✓                      | ✓                      |                      |                         |
| Exclusive rights as the market day sponsor  |                        |                        | ✓                    |                         |
| Exclusive recognition as the market day musician sponsor  |                        |                        |                      | ✓                       |

**The Title Sponsor will be the official sponsor for both the Powhatan and Goochland Markets. The Event Sponsor must choose to be the primary sponsor of either the Powhatan or Goochland Market. Presenting and Musician Sponsors must also select the dates and county they wish to sponsor.**

*For more information, contact Ellie Weatherby  
Farmers Market Manager, at [farmermarket@goochlandva.us](mailto:farmermarket@goochlandva.us)*

# LOCAL.NATURAL.SUSTAINABLE

An orange carrot with green leaves is positioned to the left of a green and white cow's head facing forward.

## READY TO SPONSOR?

Click the QR code here to be linked directly to the Sponsorship Agreement and get the process started!

