



# DOWNTOWN SOUTH BOSTON FARMERS MARKET SPONSORSHIP



**Physical Address:** 300 Broad Street, South Boston, VA 24592

**Mailing Address:** 432 Main Street, South Boston, VA 24592

[manager@sobofm.com](mailto:manager@sobofm.com)

434-575-4208

[www.sobofm.com](http://www.sobofm.com)



## Welcome to the Downtown South Boston Farmers Market!

We're excited to welcome you, and we appreciate your interest in our sponsorship packages. We have lots of new events and activities planned for the coming year. We look forward to continuing many of our traditional events and weekly market promotions. You will enjoy heightened activity at the market with special holiday events, Wednesdays at the Market, and more great programs for families and individuals of all ages.

We welcome you to become a Downtown South Boston Farmers Market sponsor and we are confident you will find the sponsorship level that best suits your business. Thanks to the help of our sponsors, we are able to bring our community closer together, share wholesome and fun entertainment, provide giveaways and drawings, educate children and adults on healthier eating habits, and promote local farmers, artists, and crafters.

We look forward to seeing you at the Downtown South Boston Farmers Market!



### **Downtown South Boston Farmers Market**

**PHYSICAL ADDRESS:** 300 Broad Street, South Boston, VA 24592

### **MAILING ADDRESS:**

432 Main Street  
South Boston, VA 24592  
434.575.4208



## **ABOUT THE DOWNTOWN SOUTH BOSTON FARMERS MARKET**

### **Mission**

The mission of the Downtown South Boston Farmers Market is to provide farmers, crafters and artisans with an opportunity to prosper by selling in an easily accessible local marketplace. We strive to foster a thriving and participatory environment where people gather and have fun. We encourage consumers to eat healthier and improve lifestyle through education and educational community events. We believe that there are inherent benefits for the customer, farmer, crafter, artist, and the community when food and products are produced and purchased locally.

### **Vision**

As a 501-c3 non-profit organization, we bring people together and champion fresh produce, food, and products from local farmers, crafters, and artisans. Our goals are to improve opportunities for all in our community by providing social and community building through educational and family-friendly events and activities. Our vision is to:

- Provide residents and visitors with high quality, nutritious, locally grown food, locally prepared baked goods and food, and creative crafts and unique products produced locally.
- Educate the community on environmentally safe and sustainable practices.
- Create a venue for community events and activities to engage everyone in a wholesome, fun, and interactive experience.
- Educate the community on local agriculture, arts, and culture through demonstrations, hands-on activities, written and verbal presentations, and other community activities.

### **Market Managers**

Market Manager: Emily Powell  
Asst. Market Manager: Bianca Meeler

434.575.4208  
manager@sobofm.com

### **Board of Directors**

President: Paige Fallen, Paige's Produce  
Vice President: Kristen VanderBloeman, Bloomin' Acres Homestead  
Secretary: Kaitlin Fallen, Paige's Produce  
Treasurer: Tamyra Vest, Destination Downtown South Boston



## WHO WE ARE

The Downtown South Boston Farmers Market is a nonprofit 501-c3 market, located at 300 Broad Street, South Boston, Virginia. The market is located between Main Street and Broad Street providing an open-air market setting with excellent access from the area's busiest streets. We are a community of farmers, growers and crafters who love what we do.

Since 1987, the Market has created an equal opportunity for local farmers, artisan vendors, and crafters to display and sell their products to the local community and surrounding areas. The community welcomes our vendors through generous financial support and sponsorship by local businesses. We strive to provide an interactive market where vendors find a welcoming venue to sell their products and enjoy support from the community and surrounding areas.

### Market Hours

Saturdays: March 14<sup>th</sup> - November 28<sup>th</sup>      8:00am- 1:00pm  
Wednesdays: May 20<sup>th</sup> - August 26<sup>th</sup>      3:00pm- 7:00pm

### Market Location

300 Broad Street South Boston, VA 24592  
*(Located across from South Boston True Value)*

### Social Media

Facebook:                      Downtown South Boston Farmers Market  
Instagram:                    southbostonfarmersmarket



## Market Programs

Market Programs are another way to educate the community about agricultural businesses and the benefits and value of healthy eating. They also reward children for healthier eating and help customers leverage their benefits through a 'matching program'. Market Programs include:

### Power of Produce (POP)

- POP is a program designed to teach kids about the health and nutritional value of fresh fruits and vegetables and living a healthy lifestyle.
- Kids from ages 2-18 participate in the POP program each week. After completing the two-bite challenge or activity of the week, the child/teen receives a \$5 voucher to spend at the Market. The \$5 voucher can only be used to purchase fresh fruits and vegetables, sugar free baked goods, eggs, honey, meats or vegetable starter plants to take home for a home garden.
- All vendors are welcome to participate in the POP program.
- At the end of the Market Day, vendors submit their POP Vouchers to the Market Manager. Vendors are reimbursed via check each week for the equal dollar amount of the POP vouchers

### Senior Farmers' Market Nutrition Program (SFMNP)

- Virginia's *Farm Market Fresh for Older Adults* program (formerly "Senior Program") helps eligible seniors get fresh, tasty, and nutritious locally grown fruit, vegetables, and cut herbs. The program also supports local farmers and farmers' markets in Virginia. Application is through the Senior Farmers' Market Nutrition Program (SFMNP) to receive Senior Vouchers by the Commonwealth of Virginia.
- Senior Vouchers are deposited into the vendor's bank account. New program participants will receive information from the representative regarding deposits.

### SNAP/ EBT and Virginia Fresh Match

- SNAP was developed by the US Department of Agriculture (USDA) Food and Nutrition Service (FNS) to help alleviate hunger in the US. Formerly known as Food Stamps, SNAP provides nutrition benefits to supplement the food budget of needy families so they can purchase healthy food and move towards self-sufficiency. State agencies administer SNAP programs. SNAP benefits can be used at the Market, making it a great place to educate families on the value of healthy nutrition.

### Virginia Fresh Match

- This program corresponds with the SNAP program. With each token a customer receives, tokens from his/her EBT card will be matched dollar for dollar with Virginia Fresh Match (spend \$10 to purchase \$20 worth of healthy food)
- The Fresh Match issues cards for participant use - the cards equal \$1 each. They can be used to purchase fruits, vegetables, and plants that produce fruits or vegetables.
- At the end of each Market day, vendors complete the form provided. The information includes how many POP, SNAP, and Fresh Match received for that day. The following week, a check is issued as reimbursement from the amounts collected the previous week.



## 2026 SCHEDULED EVENTS\*

There are many events scheduled this year. A list of events is included below but we will also have 'pop-up' events and other activities added and promoted throughout the year.



**Downtown South Boston Farmers Market**  
300 Broad Street South Boston, VA 24592

### 2026 Calendar of Events

Saturday, March 14 <b>St. Patrick's Day at the Market</b> Meet the Vendors, POP club making Shamrocks, Plant/Seed Giveaway	Wednesday July 15 <b>Splish, Splash Bash</b> Food Truck, Live Music, Water Sprinklers
Saturday, April 4 <b>Easter at the Market</b> Easter Egg Hunt, Kids Activities	Saturday, July 25 <b>Watermelon Crawl</b> All Things Watermelon!
Saturday May 9 <b>Mother's Day at the Market</b> Mother's Day Gift Giveaway, Make Mom a Flowerpot	Saturday, August 1 <b>Celebrate National Farmers Market Week</b> Kick Off & Celebrate All Week!
Wednesday, May 20 <b>Wednesday at the Market Kick Off!</b> Food Truck, Live Music, Vendors	Saturday, August 8 <b>Ready, Set, School!</b> School Supply Drive, Vendors
Saturday, June 20 <b>Touch a Truck</b> Climb, Discover & Explore Large and Small Equipment; Celebrate Father's Day	Saturday, September 26 <b>Harvest Market</b> Coincides with Harvest Festival
Wednesday, June 24 <b>Summer Breeze at the Market</b> Food Truck, Live Music	Saturday, October 31 <b>Halloween Extravaganza</b> Costume Contest, Activities, Giveaway
Saturday, July 4 <b>Stars, Stripes &amp; Fresh Bites</b> Food Truck, Activities	Saturday, November 28 <b>Christmas at the Market</b> Visit Santa & Mrs. Claus, Hot Chocolate, Activities

Facebook: [DowntownSouthBostonFarmersMarket](#)  
Instagram: [southbostonfarmersmarket](#)  
Website: [www.sobofm.com](#)

*\*Sponsor an event for just \$350! See pages 7 and 8 for details.*



## SPONSOR LEVELS

Sponsor levels are included below. If you do not see a sponsorship level to meet your needs or budget, please call us and we will customize a package just for you.

### **EARTH AND SKY** **\$1,500+**

- Your business logo displayed on Market brochures, flyers and other printed materials  
Logo, business information highlights shared across social media platforms throughout the year
- Business featured in customized sponsor highlights across social media
- Links to your social media accounts and/or website
- Photo and/or logo included in press release for major events
- Sponsor recognition at special events (printed and verbally)
- Business/logo included in monthly newspaper advertising
- Banner displayed at the Market (you provide the banner)

### **SEEDS AND BUDS** **\$900**

- Your business name displayed on Market flyers and other printed materials
- Your business name, business information highlights shared across social media platforms four (4) times annually
- Business featured in a customized sponsor highlight across social media
- Periodic promotion on social media with links to your page or website

### **PICK ME SPONSOR** **\$500**

- Your business name displayed on Market flyers and other printed materials
- Periodic mentions on social media throughout the year
- Logo on social media posts

### **SINGLE EVENT SPONSORS** **\$350**

- Choose any/all events you want to sponsor for \$350 per event (see events on Page 6)
- Your business logo and name promoted on all social media and/or printed materials for the event(s)Special highlight on social media recognizing your business
- Recognition as a sponsor for the event(s) in any newspaper or other print ads
- Free booth space to set up promotion for your business at the sponsored event





## SPONSOR INFORMATION FOR PROMOTION

(Please provide a current jpeg of your logo; email it to [Manager@SoboFM.com](mailto:Manager@SoboFM.com) with "Logo" in subject line)

<b>SPONSOR/BUSINESS NAME AS IT SHOULD APPEAR IN PROMOTIONS</b>	
<b>ADDRESS (BUSINESS)</b>	
<b>CONTACT PERSON'S NAME</b>	
<b>CELL PHONE (REQUIRED)</b>	
<b>HOME PHONE (IF APPLICABLE)</b>	
<b>WEBSITE ADDRESS (IF APPLICABLE)</b>	
<b>EMAIL ADDRESS (REQUIRED)</b>	

### SPONSORSHIP LEVEL

EARTH & SKY (\$1,500 each) \$ \_\_\_\_\_

SEEDS & BUDS (\$900 each) \$ \_\_\_\_\_

PICK ME (\$500 each) \$ \_\_\_\_\_

OTHER CUSTOM AMOUNT \$ \_\_\_\_\_

SINGLE EVENT(S) SPONSOR (\$350 EACH X \_\_\_\_\_ EVENT(S) = \$ \_\_\_\_\_

List events you would like to sponsor: \_\_\_\_\_

<b>TOTAL SPONSORSHIP AMOUNT:</b>	\$ _____
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SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

Please return sponsorship form with payment made payable to Downtown South Boston Farmers Market to:



**Downtown South Boston Farmers Market Manager**  
432 Main Street  
South Boston, VA 24592

### Thank you for your support!