



Community Farmers Market Sponsor Opportunities

Quintessential Greater Richmond!

Richmond, Virginia is ranked nationally as a top food town destination where the abundance of fresh local ingredients paired with innovative culinary talents makes an unbeatable combination for food lovers. And without a doubt, one of the top foodie experiences in Richmond includes a visit to one of its many great farmers markets, where local growers, cheese makers, bakers, flower growers, food artisans and craft beverage producers all come together to create a vibrant marketplace experience featuring some of the freshest food on the Eastern Seaboard.

Did you know?

Our farmers markets are operated by RVAg, a 501(c)(3) not-for-profit organization run by highly trained paid staff and governed by an all-volunteer board.

Our markets operate without any county, state or federal funding.

We rely solely on vendor fees, sponsorships and fundraising efforts to run our seasonal and pop-up markets and low cost/no-cost educational programs.

We have added an online Marketplace where customers can order and pay online, and then we deliver to four counties, plus the City of Richmond, as a result of the COVID pandemic.

How sponsorships support our mission

RVAg's Staff and Board of Directors are dedicated to both farmer and consumer education as a critical component of building and sustaining sales for local agriculture. Vendor fees cover the basic cost of operating the markets and online marketplace, but in order to keep vendor fees as low as possible and still fund educational and cultural outreach, RVAg solicits sponsors to support its programming goals, which include market events and programs, the Chef at the Market series, our POP (power of Produce) program for kids, our Be Green program, our SNAP It Up! Double SNAP Program, and our Weekly Concert Series (we have live music at four weekly seasonal markets).

Since its inception of our flagship market (Manakin Market) in 2011, RVAg has proudly operated its' vibrant farmers markets, which contribute to the success of local food growers and producers, strengthening our food economy and serving as community gathering places. By becoming a sponsor of RVAg, your organization shows a shared commitment to fostering an economically, ecologically and socially sustainable community.

Sponsorships help us off-set the cost of these popular programs. You can specify which program your sponsorship dollars will go toward, or the money can go into our **General Market Fund**.

RVAg operates SIX farmers markets throughout Central Virginia!

RVAg is a leader in local food systems – locally, regionally and statewide, we are a top-notch organization and an outstanding partner for businesses looking to connect with the Greater Richmond and Central Virginia communities in a meaningful way.

Please join us!

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TOP REASONS TO BECOME AN RVAG SPONSOR

1. **Grow** your business or organization or lead list or launch a new product or promotion.
2. **Create** new opportunities to develop business by engaging in customers face-to-face in a relaxed, comfortable, feel-good environment.
3. **Market** your brand on multiple platforms to over 50,000 shoppers annually at the market and through our advertising and marketing campaigns.
4. **Cultivate** new relationships with a diverse group of people who align with a local lifestyle and who value and support family farmers, food and craft artisans, sustainability and health.

OUR CONSUMER REACH

- Approximately 50,000 shoppers in 2021, including our Pop-up Markets
- 30,000+ website visitors in 2021
- Approximately 500+ shoppers on a busy summer Saturday at Manakin Market
- 150-500 shoppers at our weekday markets in Powhatan, Goochland and Midlothian each week, 250-500 in Powhatan and about 150-400 in Midlothian
- 11,000+ Facebook friends on our combined market & RVAg pages
- 5,000+ Instagram fans on our combined market & RVAg pages
- 2,950 E-Newsletter subscribers
- 1700 Text Message subscribers

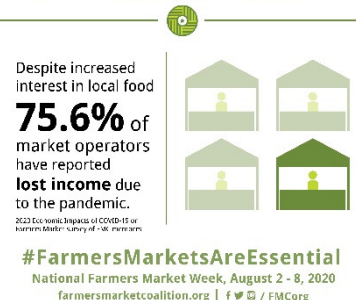
OUR CUSTOMER PROFILE

- **Gender:** leans female (62%)
- **Age:** largest age group (25-44)
- **Occupations:** professional/technical, self-employed, homemaker, white collar, disposable income
- **Consumer Style:** premium brands, healthy, sustainable, supports local

PROGRAM METRICS

- We have served over 5,500 children through our kid's activities programs
- We have spent over \$9,000 maintaining and beautifying market property
- We have served over 100 families using SNAP at our markets
- We support two full time employees and eight year-round part time contractors
- We have hosted over 115 special events over the years
- We have hosted over 350 concerts and over 700 musicians at our markets
- We have held over 75 chef demonstrations over the years, including 18 professionally produced Chef at the Market Virtual Demonstrations that can be found on the RVAgriculture YouTube Channel

WHY FARMERS MARKETS?



ABOUT OUR MARKETS



Manakin Market
Saturdays, May-October
68 Broad Street Road, Manakin Sabot, VA

Our flagship market, under the beautiful canopy of old oak trees 5 Minutes West of Short Pump, welcomes close to 20,000 shoppers each season. Local residents and chefs along with tourists from around the

region flock to the market to browse at the 30+ vendor stalls and enjoy live music, kid's activities, food trucks and cooking demonstrations. It's the most authentic farmers market in Central Virginia. We also feature one of the nicest holiday farm & craft markets in the region, attracting over 60 vendors and 1,000 shoppers the first Saturday in December.

Shopper Profile: Shoppers from throughout the region, state, and Eastern Seaboard; a broad range of age and ethnicity, families, singles and visitors

Programs: Live music, chef demos, product sampling, children's activities, holiday events, community organizations, SNAP (w/SNAP Match).



Goochland Farmers Market
Tuesdays, May thru September
1889 Sandy Hook Road, Goochland, VA

Located in the heart of Goochland Courthouse, this boutique weekday market includes farm-fresh and locally made food and artisan products. The market features approximately 10 vendors and caters to mostly local residents. The market is situated in a park-like setting, which is the perfect backdrop for tailgating with friends and family for a fresh meal prepared by one of our local food truck chefs after shopping. Attracts approximately 3,000 visitors per season.

Shopper Profile: Mostly local shoppers - a mixture of neighboring families, working adults, schoolteachers and county workers, and both high and low income shoppers.

Programs: Live music, chef demos, children's activities, community organizations, SNAP (w/SNAP Match).



Farmers Market at Urban Farmhouse - Midlothian

Wednesdays, May thru September
13849 Coalfield Commons Place, Midlothian, VA

The Farmers Market at Urban Farmhouse – Midlothian is an exciting way for local farmers and artisan crafters to offer their homegrown, homemade and hand-crafted

products directly to consumers. The Farmers Market at Urban Farmhouse (FMUF) is a producer only market, featuring farm fresh seasonal produce, pastured meats and eggs, fruits and berries, honey, specialty craft beverages, baked goods and select artisan crafts. We are located in the Millworks Shopping Center next to The Urban Farmhouse Restaurant Market and Cafe on Woolridge Road in Chesterfield County across from the YMCA. This is a high-traffic area, and we anticipate over 5,000 shoppers per season.

Shopper Profile: Mostly local shoppers - a mixture of neighboring families, working adults, schoolteachers, library and YMCA workers and visitors, with mostly high mid-level income shoppers.

Programs: Live music, chef demos, children’s activities, community organizations



Powhatan Village Farmers Market

Thursdays, May thru September
3841 Old Buckingham Road, Powhatan, VA

A weekly seasonal farmers market in the Village of Powhatan Courthouse on the grounds of beautiful Bienvenue Manor

House. Features locally produced fruits and vegetables, pastured meats, baked goods, value-added products, fine artisan crafts and offers a shady venue for live music, kid’s activities and chef’s demonstrations. Now in its’ third season, we attracted over 4,000 shoppers per in 2021.

Shopper Profile: Mostly local shoppers - a mixture of neighboring families, working adults, schoolteachers, library and YMCA workers and visitors, with mostly high mid-level income shoppers, but we do a good amount of SNAP sales there, too.

Programs: Live music, chef demos, craft beer & wine events, children’s activities, community organizations, SNAP (w/SNAP Match).



OnTheSquareVA Farmers Market

Thursdays, May 12th thru September 15th
1314 East Grace Street, Richmond, VA

As part of Governor Northam's State Employee Wellness Initiative called "OnTheSquare", which features fitness and wellness programs for state employees, this

is Virginia's only state-sponsored market, and thus we cannot offer sponsorships for this particular market. This is a lunchtime market, with lunch available from local food vendors, in addition to all the locally produced farm products and artisan crafts available from the market. There are picnic tables for customers to enjoy the fresh air on their lunch breaks while munching on some local fruit, veggies, baked goods, and prepared meals! We average over 10,000 shoppers at this market each season.

Shopper Profile: Mostly city, state and federal workers, with some VCU students and tourism traffic. As there is virtually no parking, our customers mostly walk or bike to market. All adult shoppers with medium to high disposable incomes.

Programs: Live music, chef demos, special programs offered by the Virginia Department of Agriculture, community organizations, SNAP (w/SNAP Match).



Farmers Market at Tavern 19

Saturdays, May thru October
Independence Golf Course
600 Founders Bridge Blvd
Midlothian, VA (Powhatan County)

The Farmers Market at Tavern 19 is new producer only market, featuring farm fresh seasonal produce, grass fed meats, fruits and berries, honey, baked goods, value added products, and select artisan crafts.

Our collaboration with Independence Golf Club demonstrates the strong reputation that RVAg has developed over the years. The grounds of this public event venue make this the perfect place for community to gather together to support everything local. We feel strongly that this market has the potential to become our largest market yet.

Shopper Profile: Mostly local shoppers - a mixture of neighboring families, working adults, schoolteachers, library and YMCA workers and visitors, with mostly high mid-level income shoppers.

Programs: Live music, chef demos, children's activities, community organizations.



RVAg Marketplace - Click. Pay. Pickup. It's that simple!

The RVAg Marketplace was conceived as a result of the COVID-19 pandemic. Since we share access to the Chiknegg Incubator Kitchen in Goochland (RVAg's Executive Director owns the commissary kitchen), we are able to utilize the space to aggregate all the online orders and store them until it's time for delivery.

The RVAg Marketplace is convenient way to order from local farmers and producers ONLINE, with pickups at numerous sites in Central Virginia, including Goochland County, Powhatan County, Midlothian, Hanover County and the City of Richmond.

Our online Buying Pages open on Fridays and close on Monday nights with Curbside Delivery or Home Delivery on Wednesday and Thursday afternoons.

There are no minimum orders, and customers can order weekly or NOT! Going on vacation, no problem...just don't order that week. No penalties for not ordering! Participation includes food aggregation, delivery, customer service, and financial management of our online platform for farmers and producers.

Customers choose the farmers and producers they want to order from and pick the products they want. What you see is what you get.

Marketplace sales in 2021 were over \$66,000. We transitioned to a new software program (which is actually the same software that we use to manage our seasonal markets) in March of this year, and after the "dust" settles a little, we plan to vigorously promote this unique shopping experience to an even larger group of "Loyal to Local" shoppers.



RVAg has also held DOZENS of **Holiday Markets and Pop-Up events** in collaboration with local breweries, cideries, distilleries,

churches and other local event venues. In 2021, we held 18 Pop-Up events in addition to our regular seasonal markets and our online marketplace.

These one-day events draw hundreds of customers who are looking for unique, local food and gift products. The events are great for driving customers to event venues to experience something fun and different. Vendors typically do extremely well and the event venues love that we drive traffic to through their doors.

Some of the venues where we have held these Pop-Up markets include:

- Dover Hall
- Three Crosses Distillery
- Courthouse Creek Cider
- Lickinghole Creek Craft Brewery
- Coyote Hole Cider
- Fine Creek Brewery
- Festival of the Grape
- Rassawek
- Chickahominy Falls\Woodside Farms
- Manakin Market (Annual Holiday Market)

In choosing to sponsor our organization's important work, you truly get a unique opportunity to spread the word about your product and/or service. Our customers are "loyal to local" and farmers markets are a great place to slow down, "jaw" with people, build trust and form relationships.

WHY FARMERS MARKETS?



People WANT to do business with companies that support their values and the values we represent.

Remember... we can customize a sponsorship program to uniquely fit your needs! We truly value our sponsors and look forward to partnering with you to expand your reach!