

# St Petersburg Saturday Morning Market

## Sponsor Program Summary

### Market Overview

The mission of the Saturday Morning Market (a 501c3 nonprofit) is to promote farm fresh produce, high quality food, artisan handcrafts, and to create a great community experience.

We are the largest farmers market in this region that runs from October to May.

- We have about 170 approved vendors filling over 130 spaces.
- We average about 10,000 customers on a typical Saturday. Customers include residents within a 40-mile radius, as well as a numerous out-of-town visitors.
- The Market has won numerous awards including:
  - TripAdvisor's 'Certificate of Excellence' (x4)
  - Creative Loafing's 'Best Farmers Market' (x8)
  - St Pete Chambers Good Burger Award
  - Downtown Neighborhood Association 'Best Event'
  - 'Best Hotspot or Hangout' (x3)

### Sponsorship Opportunity

Our sponsorship program gives organizations that are not eligible to participate as approved or non-profit vendors to attend as a Sponsor.

A 'Sponsor' receives:

- Attendance for a Market day of your choosing (if space is available)
- A booth space (typically 12' wide x 10-12' deep)
- A tent and table (if desired).
- No electrical power, as availability is extremely limited.

The sponsor revenue supports our charitable and educational activities.

### Eligibility

In keeping with our overall philosophy, we are primarily interested in locally owned businesses, and products/services that support well-being and sustainability.

- We maintain the latitude to make case-by-case judgements about participation.

### Cost

The Sponsorship is \$500 for one Saturday.

### Application Process

To apply, send an email describing the following:

- The purpose and products or services of your organization. A web link is acceptable, if it contains the relevant information.
- Specific activities you will conduct in your booth (handing out marketing materials, offering discounts, providing a food sample only, doing a demonstration, etc.).
  - Activities which were not specifically applied for and approved are not allowed.
- Any prior experience in vending, and how your booth is designed (e.g. signage, layout, info materials). Photos strongly preferred.
- When you wish to attend.
- Proposals should be submitted by email to: [saturdaymkt@yahoo.com](mailto:saturdaymkt@yahoo.com).

Due to high demand, one week notice is usually not available.

### **Approval**

- The Market's Vendor Selection Committee is responsible for making the final decision about participation, frequency and allowed activities.
- Acceptance as a Sponsor is at the sole discretion of Market Management.
- Once approved, you'll receive an email confirmation of the date that you are scheduled.
- You will also receive a copy of our '*Sponsor Operations Guidelines*' which describes our setup, operations, breakdown and weather protocols.
  - All participating staff should read the Operations Guidelines in advance of attending.
  - The organization must bring a signed copy of the '*Sponsor Vendor Agreement*' to their first attendance at the market. The Agreement is part of the '*Sponsor Operations Guidelines*' document
- The booth will include a small sign (provided by the Market) indicating that it is a '*Sponsor*' booth.
- The first visit by a Sponsor is a 'screening' visit.
  - Both the Market and the Sponsor can evaluate how well the visit worked.

### **FEE PAYMENT**

- a) Invoice – An invoice will be sent to you.
- b) Payment Deadline - Payment within a week of your approval for a booth.
- c) Payment Options – PayPal.com ([saturdaymkt@yahoo.com](mailto:saturdaymkt@yahoo.com)) or by check
- d) Mailing Checks - Checks should be made to Saturday Morning Market. Send the payment to:

Saturday Morning Market  
Box 1213, St Petersburg, FL 33731