



**Vail Farmers' Market & Art Show
2024
17 Sundays**

Market: June 16th - October 6th, 2024



The Vail Farmers' Market & Art Show brings in over 221,000 guests every summer

The Vail Farmers' Market and Art Show brings the active outdoor enthusiast into town to explore the streets of Vail. The market has created a sense of community where locals can have lunch and purchase their produce and crafts and tourists come and enjoy the outdoors while they shop in Vail.

We offered activities for the culinary, active outdoor enthusiast to enjoy. The 2023 survey has found that hiking, mountain biking, road biking and travel are all reasons the guests came to Vail.



The Market presents Colorado grown produce, meats and artisanal food products, food booths showcasing some of Vail's top chefs and premier restaurants, and a variety of high quality arts and crafts as well as multiple entertainment venues with musical entertainment, kids activities, cooking demonstrations, and more.

The Demographics:

Affluent

Health-conscious, active, fresh food and fine dining enthusiasts, home entertainers and cooks.

The attendees of the Vail Farmers' Market come equally from the Denver/Front Range and attendees who are out of state: primarily Texas, Florida, California, New York and Southern America.

Attendance:

Popularity of this event increases each year, and in the past, 2023 total attendance was over 14,500 each Sunday.

32% have income above \$600,000

54% have income from \$100,000-\$499,999

Average age bracket of attendees:

72% were between the ages of 25-64

59% were male

41% were female.

20% came with dog

Home address of Attendees:

Local: 15%

In State (non local): 28%

Out of State: 45%

International: 2%



Marketing

Customized pitches for social media dependent upon Sponsorship



Sponsorship

\$65,000 plus: Premier/Title Sponsor

Industry Exclusivity

Logo on website as Premier Sponsor of The Vail Farmers' Market & Art Show

Logo in newspaper ads: Named as Premier Title Sponsor

Logo on headline banners prominently displayed at market entrance.

Social Media Campaign: Named as Premier/Title Sponsor. Campaign run for 16 weeks of summer.

10 X 10 space at 16 Market days 10 x 10 tent, table & chairs provided

10 Seats at Vail Farmers' Market Farm to Table Dinner Series

Special Activation Space on 12 market days: IE: extra tent space, Info booth 20 x 20 space for 7 days- for your approved activation

Company Name placed on our Hall of Fame Wall for both Farm to Table Dinner and 16 of our Vail Farmers' Markets



\$60,000- \$64,999 Distinguished Sponsor

Logo on Website as the Distinguished Sponsor of the Vail Farmers' Market & Art Show

Logo in Newspaper ads as Distinguished Sponsor

Ads and logo in Social Media. Social Media Campaign: Campaign run for 10 weeks of summer.

10 X 10 Space at Market for 16 Market Sundays

Special Activation for 6 Sundays: ie: 20 X 20 Space, in which you can create your activation

Name placed on our Hall of Fame Wall for both Farm to Table Dinner and 16 of our Vail Farmers' Markets

6 Seats at the Vail Farmers' Market Farm to Table Dinner Series



\$55,000- \$50,999 Pollinator

Logo on Website as the Pollinator Sponsor of the Vail Farmers' Market & Art Show

Logo in Newspaper ads as Pollinator Sponsor

Ads and logo in Social Media. Social Media Campaign: Campaign run for 10 weeks of summer.

10 X 10 Space at Market for 16 Market Sundays

Special Activation for 8 Sundays: ie: 20 X 20 Space, in which you can create your activation

8 Seats at the Vail Farmers' Market Farm to Table Dinner Series



\$35,000- \$49,999 Harvest

Logo on Website as the Harvest Sponsor of the Vail Farmers' Market & Art Show

Logo in Newspaper ads as Harvest Sponsor

Ads and logo in Social Media. Social Media Campaign: Campaign run for 10 weeks of summer.

10 X 10 Space at Market for 12 Market Sundays

Special Activation for 2 Sundays: ie: 20 X 20 Space, in which you can create your activation



Sponsorship

\$15,000: Community Champions Sponsor

Logo on website as Community Champions of The Vail Farmers' Market & Art Show

Logo under Community Champions Sponsor in newspaper ads

Ads and Logo in Social Media as Community Champions Sponsor

Special Sunday Community Champions Event, highlighting your work in community and business.



Sponsorship

\$10,000 Market/Farm to Table Cultivator

Logo on Website as the Sponsor of the Vail Farmers' Market & Art Show

Logo in Newspaper ads

Ads and logo in Social Media

10 X 10 Space at Market for 8 Market Sundays

\$6500 Friend of the Market

Logo on Website as the Sponsor of the Vail Farmers' Market & Art Show

Social Media posts throughout the market

10 X 10 Space at Market for 4 Market Sundays



Contact Info:

Angela Mueller

Director

970-401-3320

vailfarmersmarket@gmail.com

www.vailfarmersmarket.com