

North Park Farmers Market

SPONSORSHIP OPPORTUNITIES

2025 / 2026



NorthParkFarmersMarket.com

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WELCOME TO THE MARKET

Thank you for your interest in the North Park Farmers Market. With over 20 years of history, our weekly event represents the heart and soul of one of the most lively and eclectic neighborhoods in San Diego.

It is our mission to support local small businesses while providing the community a fun afternoon to spend with their neighbors that includes fresh local produce, delicious food from around the world, arts and crafts, live music and kids' activities.

We invite you to support this mission with a sponsorship of the market. We have many levels to choose from that will fit your goals and help you grow your brand.

Warm regards,



Jason Noble
Market Manager for North Park Farmers Market



ABOUT THE MARKET

The North Park Farmers Market is a weekly celebration of community, sustainability, and local enterprise, located in the heart of one of San Diego's most vibrant urban neighborhoods. Every Thursday, North Park Way transforms into a bustling open-air market that brings together over 60 vendors—featuring fresh, seasonal produce, handcrafted foods, unique artisan goods, and much more.

Operated by North Park Main Street, the market reflects the neighborhood's commitment to supporting small businesses, healthy living, and creative placemaking. It's more than a place to shop—it's a trusted community hub where neighbors connect, children play, and visitors experience the best of what North Park has to offer.

With consistent weekly attendance and a strong presence across social media and local media outlets, the market offers sponsors a unique opportunity to connect with an engaged, loyal, and diverse audience. Whether it's through on-site activations, branded content, or collaborative events, the North Park Farmers Market provides high-touch, high-visibility engagement in one of San Diego's most beloved cultural corridors.

QUICK LOOK

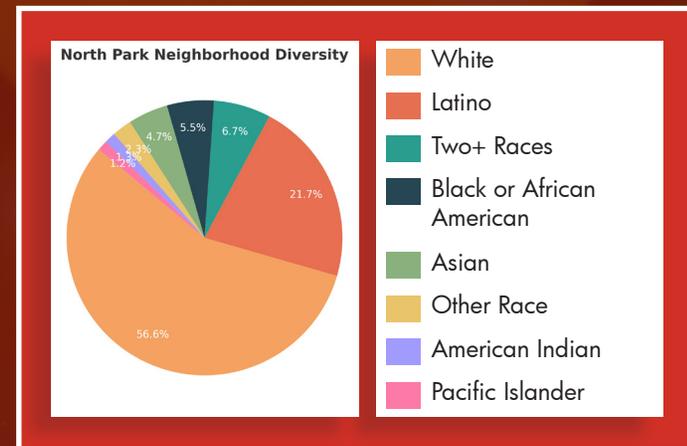
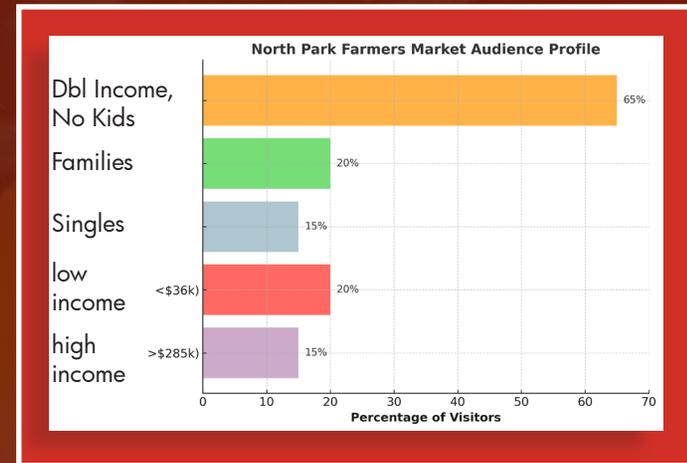
- **Location:** In the heart of the neighborhood on North Park Way between Ray St. & Granada Ave
- **Day & Time:** Every Thursday, 3:00 PM – 7:30 PM
- **Vendors:** 60+ local farmers, food artisans, and makers
- **Shoppers:** Boasts an average of 1,200 shoppers every Thursday
- **Extras:** Live music, family activities, pet-friendly vendors
- **Payment:** Most vendors accept cards & EBT; Market Bucks available
- **Parking:** Adjacent public garage at 29th & North Park Way

AUDIENCE + REACH

The North Park Neighborhood is one of San Diego's most eclectic neighborhoods, blending young professionals, artists, families, and longtime locals into a vibrant community. Its walkable streets connect historic homes, global eateries, craft breweries, and indie boutiques, reflecting a rich mix of cultures, lifestyles, and income levels. This diversity comes alive at the farmers market, where an engaged, open-minded audience gathers each week to shop, connect, and celebrate local flavor.

Vendor Diversity is one of our highest priorities as a market to ensure our neighbors are reflected in our offerings. First and foremost we have regional and organic farmers offering a wide variety of fresh produce, mixed with a range of small business food vendors who serve offerings from around the world.

The market also features a highly curated selection of artisans showcasing handcrafted works made right here in San Diego.



AUDIENCE + REACH

North Park Farmers Market's Social Media maintains a strong, growing presence on Instagram and Facebook, reaching a highly engaged, hyperlocal audience that reflects the vibrancy of the neighborhood. The majority of followers are San Diego residents, with a concentration in the **25–44 age range**—prime for lifestyle, food, and culture-based marketing. **Demographics align closely with the market's in-person audience:** a mix of Double Income No Kids professionals, young families, and singles, representing diverse cultural backgrounds and income levels.

Content featuring vendor spotlights, live music, and seasonal produce **consistently generates high engagement**, particularly among followers who value sustainability, local shopping, and community events.

Sponsors benefit from direct exposure through tagged posts, stories, and cross-promotions, reaching thousands of followers weekly. With its authentic voice and visually rich content, the market's social media channels are trusted, influential platforms for connecting brands with a loyal, trend-aware, and community-driven audience.

Instagram (@shopnorthparkmarket):

~15,000 followers

Facebook:

~8,900 page likes

Threads:

~2,000 followers

TikTok:

Active and growing

Total Reach: ~25,900 followers across platforms

Audience: Hyperlocal, engaged community of food lovers, families, and culture seekers

Posting Frequency: Weekly vendor spotlights, seasonal updates, and event coverage

Engagement Style: Authentic, community-focused, high visual appeal

SPONSORSHIP BENEFITS

Sponsoring the North Park Farmers Market is more than advertising—it's an investment in community, sustainability, and local culture.

High-Quality Audience – Our market attracts a loyal, engaged, and diverse crowd every week, with demographics that align perfectly with brands focused on food, wellness, lifestyle, and community engagement.

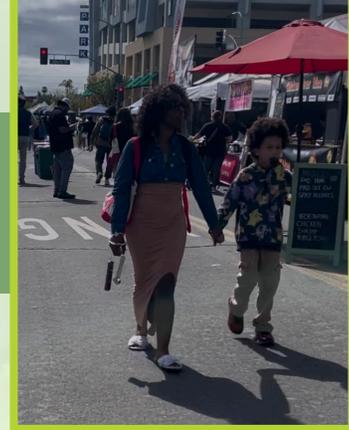
Authentic Brand Alignment – Associating your name with a trusted, community-driven event reinforces your commitment to local values, small business support, and healthy living.

Direct Consumer Interaction – Unlike passive advertising, market sponsorship puts you face-to-face with potential customers, allowing for product sampling, demonstrations, and meaningful conversations.

Multi-Channel Exposure – Your brand benefits from on-site signage, booth opportunities, and prominent placement across our social media platforms, newsletters, and local press coverage.

Positive Impact – Sponsorship dollars directly support small farmers, artisans, and the vitality of the North Park neighborhood—making your brand part of the market's story.

By sponsoring, you're not just reaching an audience—you're becoming part of their weekly ritual.



SPONSORSHIP OPPORTUNITIES

ON-SITE SPONSORSHIP

Gate Cover Sponsorship

The Gate Covers are the identifying marker of the North Park Farmer's Market and is the most highly visible physical sponsorship opportunity. These mobile gates provide premiere visibility for sponsors as they face the outside intersections as well as the Farmer's Market shoppers, vendors and passersby. They are visible every Thursday from 11AM - 8:30 PM on average.

Activation Area

The activation area divides the bulk of the Farmer's Fresh produce from the prepared foods and retail vendors on the west side of the market. This area is highly trafficked and perfect for custom and creative activations to highlight a brand or product in a way that is fun and engaging for shoppers.

Live Music / Chef Demo

Alongside North Park's largest venue, The Observatory, this area showcases Live Music and monthly Chef Demos. Ideal for musically aligned brands, venues, food brands, restaurants and bars to showcase what they're doing to a foodie market who loves to be entertained.

Loyalty Card Print Sponsorship

Our loyalty cards are a very popular program where our shoppers get rewarded with frequent visits and purchases at the market. Shoppers carry this card with them and get \$5 in market bucks for every 20 purchases AND every 10 visits. We hand out 150 of these cards a month, so sponsoring the loyalty cards puts your brand directly into the hands of our shoppers as they pull them out to get signed off for every purchase and visit.

ON-SITE SPONSORSHIP

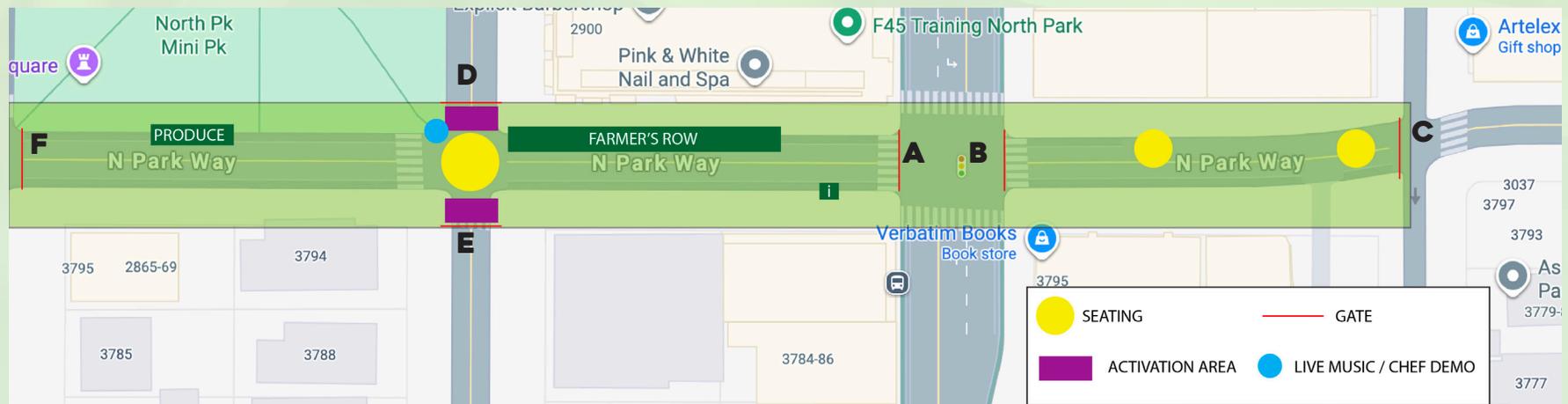
Gate Cover Sponsorship

Visibility of the Gate covers vary by location. **Gates A & B**, having the highest visibility to shoppers, passersby in North Park and vehicle traffic equally an average of **8,500 in-person impressions** per day for each side facing the North Park Way and 30th intersection.

Exterior **Gate C** has an average of **2,500 in-person impressions** per day due to North Park vehicle, neighborhood foot traffic in close proximity to the busy local North Park shops on adjacent Ray street, as well as regular Farmer's Market shoppers.

Exterior **Gate D** has the unique position of facing Observatory audiences which has a capacity of 1,100 music fans whose attendees regularly peruse the Farmer's Market prior to live events at the venue.

Visibility of the interior of these Gates mirror the Farmer's Market weekly attendance of 1,200 average persons.



ON-SITE SPONSORSHIP

Exterior Gates

JOIN US EVERY THURSDAY 3-7:30

**YOUR
AD HERE**

62" X 24"



Interior Gates

**YOUR
AD HERE**

62" X 24"



Interior Gate A
1 of 2 in image

GATE	WEEKLY	MONTHLY**	YEARLY**
Exterior A & B (4 total)*	\$220 / per gate	\$850 / per gate	\$9,100 / per gate
Exterior C & D (4 total)*	\$180 / per gate	\$700 / per gate	\$7,500 / per gate
Interior Gates (11)*	\$100 / per gate	\$435 / per gate	\$4,600 / per gate

*Costs shown does not include the price of printing vinyl banners for sponsorships. Each Gate is co-branded with NPFM.

**Gate Sponsorships include an organic inclusion in minimum of 1 Reel or TikTok per month.

ON-SITE SPONSORSHIP

ON-SITE SPONSORSHIP RATES

Activation Area Sponsorship

There are two activation areas between gates D & E with shopper seating area between them. This area creates perfect space to create interactive activations to engage Farmer's Market audiences with your brand or service. In the past we have set up kids learning and exploration areas, spin wheels and games! These two areas are perfect to pitch a fun and creative way to get audiences invested in you - just let us know what you have in mind!

Along side the Activation area next to Gate D is also the Live Music / Chef Demo tent where you could collab with these elements to make your brand stand out even further.

Live Music / Chef Demo

North Park Farmers Market prides itself on not only being a place to shop, but a place to entertain and engage too! Every week we have Live Music from local musicians and one week a month feature a local chef or restaurant for a chef demo to promote their restaurant, bar or brand! If you are a media company, musically aligned brand or venue we've got a prime spot to promote your product, sell tickets to an upcoming show or promote your bar or restaurant with a cooking demo.

SPACE	WEEKLY	MONTHLY	YEARLY
Activation Area*	\$500 / per area	\$1,500 / per area	\$18,000 / per area
Music *	\$300	\$1,300	\$15,600
Chef Demo (1x / month)*	\$200	-	\$2,400
Loyalty Card	-	\$250 (6-month min)	\$2,500

**Includes (1) A-Frame to promote your event or product during your time at the Farmer's Market.*

SOCIAL MEDIA SPONSORSHIP

SOCIAL SPONSORSHIP

Social Media Sponsorship

A social media sponsorship with the North Park Farmers Market puts your brand directly in front of our engaged, hyperlocal audience of nearly 26,000 followers across Instagram, Facebook, Threads, and TikTok. Sponsors receive targeted exposure through curated posts, stories, and cross-platform features that highlight their products or services alongside our vibrant market content. It's an authentic, high-impact way to connect with San Diego's food lovers, families, and community-minded residents—online and in real time.

Rates:

Per Story Sponsorship (Single Day, Multiple Frames)

- **\$125 per post** includes original creative to fit seamlessly with NPFM.

Per Post Sponsorship (Single Day. Choose two: Image, Carousel or Story)

- **\$225 per post** includes original creative to fit seamlessly with NPFM.

Single Reel Sponsorship (Be included in one of our weekly reels!)

- **\$350 per reel** includes incorporation into original creative promoting NPFM.

Monthly Package (inclusion in 4 stories 2 posts and one reel highlight)

- **\$1,200 per month** includes original creative to fit seamlessly with NPFM.

**Boosts on posts may be added for an additional charge.*



DIGITAL MEDIA SPONSORSHIP

DIGITAL SPONSORSHIP

Email Marketing Sponsorship

Reach a highly engaged audience through the North Park Farmers Market's weekly e-newsletter, sent to 15,300 subscribers with an impressive 24% open rate and 8% click-through rate. As an email sponsor, your brand will be prominently featured alongside market updates, vendor spotlights, and upcoming events—delivering direct, measurable exposure to a loyal, hyperlocal audience. It's the perfect way to connect with San Diego residents who value community, local food, and authentic neighborhood experiences.

Rates:

E-Blast and Sponsor Highlight

(Includes dedicated image and copy prominently displayed alongside NPFM info)

- **\$500 per email - MAX 3 per year.**

Email Newsletter Sponsorship

(includes logo and clickable link embedded)

- **\$150 per email - once weekly.**

Email Promo Package

- **\$1,000 - 4 weeks** (Include one sponsor highlight and 3 newsletter sponsorship placements with a clickable banner ad)
- **\$3,000 - 12 weeks** (Include two sponsor highlight and 12 newsletter sponsorship placements with a clickable banner ad)



DIGITAL MEDIA SPONSORSHIP

WEB SPONSORSHIP

Website Sponsorship

North Park Farmer's Market website is the hub for visitors, vendors and applicants interested in becoming vendors. The NPFM website hosts a weekly updated list of current vendors, events and promotions.

Website Sponsorship Opportunities:

Local NP Biz Thursday Promo Guide

- **\$50 per month** to showcase your business' Thursday event or promotion to our thousands of shoppers and integrate into their after-market plan or routine. We even have a QR code directed toward this page at our info booth!

Local Biz Footer Banner Ad

- **\$150 per month** includes your logo in a sponsorship area in the footer of every page of our website.

Website Spotlight Sponsorship

- **\$500 per week** Get a front page spotlight on our website as the Sponsor of the week, get your logo in our footer, a special Thank you pop-up ad recognizing your business as the weekly sponsor and a highlight in our email!
- Includes your business in one of our weekly reels on social media!



SPONSORSHIP BUNDLES

One Month Multimedia Package

4 interior gate banners, website spotlight sponsorship, social media (inclusion in 4 stories 2 posts and one reel highlight), e-mail newsletter sponsor (4 total).

\$4,500 price (\$5,340 value)

Six-Month Multimedia Package

same offerings as one month, but for six months.

\$25,000 price (\$32,000 value)

Digital Takeover Package

6 - week option, should include Mix of Social Media (2 reels / 3 Stories), Web (spotlight) and Email Promo Package. **\$3,800 price (\$4,725 value)**

Music & Media Takeover

1 year contract - music tent and one activation area. Monthly Social Media Package and Sponsorship placement on website and email marketing, Single Interior Gate Sponsorship - **\$20k**

Restaurant Showcase Takeover

1 year contract Chef's Demo, 1 year Interior Gate Sponsorship, Social Media Promotion with Chef's Demo and 1 Promo Story per month **\$7k**

YEAR-LONG MARKET PARTNER BUNDLE

- **One Year of Exterior Gate Takeover** (\$66,200 value)
- **One Year Vendor Booth** (\$12,000 value)
- **One Year Social Media Partner Monthly Package+** (\$15,000 value)
- **One Year Web Sponsor** Sponsor logo, Banner Ad and special Highlight on front page (\$6,000 value)
- **12 LIVE Activations** (\$6,000 value)

\$90,000/ year*

(105,200 value)

*Available 1x for every three years