



Pawling Farmers Market

2026 Business Sponsorship Opportunities

Founded in 2008, the Pawling Farmers Market has become one of the community's most cherished weekly traditions. This year, the market runs every Saturday from **June 13 through September 26, 9:00 AM–1:00 PM**, on the Village Green in the heart of Pawling.

Each week, the market showcases locally grown and produced foods alongside a curated selection of local artisans. More than a place to shop, it serves as a community gathering space—featuring live music, educational programming, kids' activities, and opportunities to connect with local organizations.

The Pawling Farmers Market exists to:

- Celebrate Pawling's agricultural heritage
- Support local farmers, food producers, and artisans
- Expand food access to neighbors in need through the Feed Your Neighbor Program
- Strengthen community connection and local business visibility with a vibrant weekly gathering

As a sponsor, your business aligns with one of Pawling's most visible and well-loved community institutions — while gaining meaningful exposure to a highly engaged local audience throughout the summer season.

Market Reach & Impact

- 16-week season with strong repeat visitation
- Dedicated weekly email newsletter reaching local households
- Active and engaged social media audience
- Central Village Green location with high foot traffic

Your support helps keep vendor fees affordable, attract high-quality vendors, and sustain programming that benefits the entire community.



Pawling Farmers Market

GENERAL MARKET SPONSORSHIP

In addition to the features below, all sponsorship levels will be listed in our email blasts, website, and market posters.

CHANTICLEER | \$2,000

- Premier logo placement on signage
- 1 email blast feature
- 2 Social Media mentions

ROOSTER | \$1,000

- Prominent logo placement on signage
- 1 email blast feature
- 1 Social Media mention

HEAD HEN | \$500

- Logo on signage
- 1 email blast feature (1st come, 1st served)
- 1 Social Media mention

BANTAM | \$250

- Logo on signage

SPECIAL PROGRAMS SPONSORSHIP

In addition to the features below, all sponsorship levels will be listed in our email blasts, website, and market posters. One sponsor each, available first come, first serve.

FOOD DEMONSTRATIONS | \$1,200

- Exclusive signage at bi-weekly food demos
- 1 email blast feature
- 2 Social Media mentions

LIVE MUSIC | \$1,500

- Exclusive signage by music at Gazebo
- 1 email blast feature
- 2 Social Media mentions

KIDS ACTIVITIES | \$1,200

- Exclusive signage at bi-weekly kids events
- 1 email blast feature
- 2 Social Media mentions

FEED YOUR NEIGHBOR PROGRAM & SPONSORSHIP

Feed Your Neighbor (FYN) is a PFM initiative that provides fresh, locally produced food to neighbors in need. Eligible Pawling and Holmes residents receive market tokens redeemable dollar-for-dollar with any food vendor at the market. Donation to FYN are tax deductible.

FEED YOUR NEIGHBOR SPONSORSHIP | Lead Sponsor \$1,500 | Sponsors \$500+

- Funds directly support FYN program
- Listing in weekly email blast, website, signage, market posters, FYN outreach materials
- Inclusion in 1 email blast feature re FYN sponsors