

# SPONSORSHIP OPPORTUNITIES

2024 - 2025





# ABOUT US

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**Texas Farmers' Market operates two year-round, rain-or-shine farmers' markets. Texas Farmers' Markets at Lakeline and Mueller are leadership-inspected, producer only farmers' markets, meaning all vendors sell only what they grow or produce - no reselling or repackaging.**



Texas Farmers' Market at Bell **\*NEW LOCATION!\***

Address

Saturdays 9am-1pm

3k-5k weekly shoppers

Plus:

- SNAP accepted year-round; WIC accepted April-October
- Live music from local artists every Saturday
- Free Community Compost program
- Second Saturday activities for kids
- Lawn area with picnic tables & chairs



Texas Farmers' Market at Mueller

2006 Philomena St, Austin TX 78723

Sundays 10am-2pm

8k-10k weekly shoppers

Plus:

- SNAP accepted year-round; WIC accepted April-October
- Voted Austin's best farmers' market 10 years in a row
- Sample the Market cooking demos & free samples every weekend
- Second Sunday activities for kids
- Unique indoor climate controlled pavilion

**Texas Farmers' Markets at Lakeline and Mueller are organized under F2M Texas, a 501(c)4 non-profit corporation .**



# ABOUT US

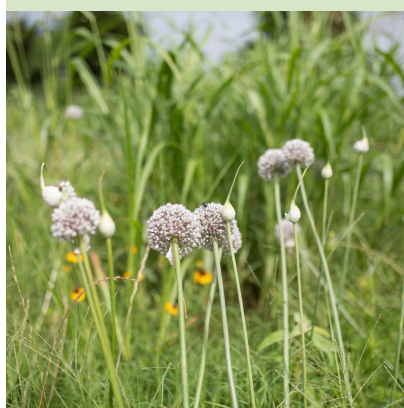
Texas Farmers' Market's mission is centered around hosting and educating Central Texas producers and consumers to grow a sustainable food system. We work towards our mission in the following key areas.

TFM provides at market programming to enhance the market experience while also supporting local artists and organizations. We work to reduce food waste through our Lakeline **Community Compost program**, educate shoppers on eating seasonally and how to cook with market produce with our **Sample the Market** booth, and educate and inspire our youngest market goers with fun activities for kids every **Second Saturday & Sunday**. Every Saturday at Lakeline we feature **live music from local artists**.



Providing access to sustainable, local food for all Texans is critical to our mission at Texas Farmers' Market, and we offer a **healthy food access program** at both of our markets in partnership with the Sustainable Food Center. **SNAP is accepted year-round, and WIC is accepted through the FMNP voucher program April - October**. SNAP and WIC users can double up to \$30 on fresh fruits and vegetables with Double Up Food Bucks Austin.

Texas Farmers' Market operates the **Ag Producer Support Fund**, which was created in order to support farmers, ranchers and all producer vendors during times of medical, environmental or other crisis. Following Winter Storm Uri in 2021, Texas Farmers' Market gave out over **\$20k in immediate assistance** to farmers through the fund to help them get back on their feet after devastating crop and animal loss.



In 2021, TFM expanded the Ag Producer Support Fund to include a **scholarship for new Black, Indigenous, and people of color (BIPOC) farmers** who would like to become vendors at our farmers' markets. Through this scholarship, TFM recognizes the institutional barriers that farmers of color have endured for centuries, from access to credit, land, and resources, as well as discriminatory practices at the USDA, and is working to do our part in expanding access to sales channels for BIPOC farmers.



# REACH

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Get your brand and message in front of thousands of loyal market shoppers, online and in person.



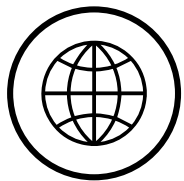
10,000-15,000 average weekly shoppers; 750,000 annually



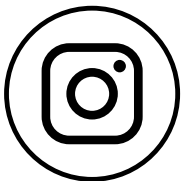
7.5 million local economic impact



10,000 email subscribers



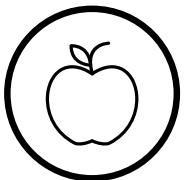
40,000 monthly website views



55,000 Instagram followers



48,000 Facebook followers



1300 annual SNAP/WIC customers





600 annual compost customers (Lakeline only)



# DIGITAL PLACEMENTS


Digital and in-person sponsorship options can be tailored to fit your needs. Digital options include marketing emails, vendor emails, and [texasfarmersmarket.org](http://texasfarmersmarket.org). For pricing and more info on digital ad placements or sponsorship opportunities please email [ed@texasfarmersmarket.org](mailto:ed@texasfarmersmarket.org) and [marketing@texasfarmersmarket.org](mailto:marketing@texasfarmersmarket.org).

We are rain or shine every Saturday 9a-1p & Sunday 10a-2p!

Summer is officially here, and we sure are feeling the heat in Central Texas! Our thoughts are with our farmers and ranchers who work so hard in extreme temperatures to make sure our community has access to fresh, local food. They are always at the mercy of the weather, which can dictate just how productive a seasonal crop is. For example, you may notice that peaches are scarce at the market in the coming weeks. Our peach growers, Engel and Lightsey Farms, tell us that the rainy spring and frequent hail storms have led to slimmer crops this season. On the plus side, summer vegetables like tomatoes, peppers, eggplant, cucumber, squash, and herbs are flourishing! Stock up at the market, and on those days when its just too hot to be outside, get busy in the kitchen making big batches of salsa, sauce, salad, and more. And, don't forget to thank your local farmers and ranchers for all of their hard work! Read on for some tips on visiting the market in the summer months.


**FRESH AT THE MARKET:** Click the image below to visit our [Fresh at the Market](#) page online, and find a list of what our farmers are bringing this weekend, what vendors are attending, market layouts, and more.



**YOUR AD HERE!**

**IN SEASON: JUNE**  
 Basil (lemon, Thai) \* Beans (dragon tongue, Chinese long, yellow pole, green, tricolor) \* Beets (red, golden, chiongia) \* Blackberries \* Cabbage \* Carrots \*

**COMMUNITY NEWS AND EVENTS**




Registration is now open for the The Southern Family Farmers & Food Systems Conference. This annual event is jointly hosted by the Farm and Ranch Freedom Alliance, Small Producers Initiative at Texas State University, and Council for Healthy Food Systems.

The three-day conference will energize and inspire whether you're brand new to farming, have been doing it for years, or simply want to learn more about local food systems. They are committed to bringing relevant, farmer-driven information to the small- to medium- scale agricultural community in Texas and surrounding Southern states. Get out of the heat this August and register [now to attend](#).

Happy birthday TXFED.org! TXFED.org is celebrating two years of providing a unique learning platform for local and regional food system content. In collaboration with 13 organizations that serve Texas producers (Texas Farmers' market included!), and 75 content contributors sharing their expert insights, TXFED creates online courses designed to educate farmers market operators, vendors, and consumers who want to learn more about local food systems.

TXFED.org is available on any device, anywhere, anytime and is accessible for most learning types. All courses include closed captions, Spanish subtitles, and screen reader friendly downloadable activities. Learn more and check out their courses [at this link](#).



**YOUR AD HERE!**

CLICK TO FOLLOW TEXAS FARMERS' MARKET ON INSTAGRAM

CLICK TO FOLLOW TFM AT LAKELINE ON FACEBOOK

CLICK TO FOLLOW TFM AT MUELLER ON FACEBOOK


PLEASE CLICK TO SEE A LIST OF LAKELINE VENDORS & WHAT THEY SELL

PLEASE CLICK TO SEE A LIST OF MUELLER VENDORS & WHAT THEY SELL



**TEXAS FARMERS' MARKET AT LAKELINE**

**YOUR AD HERE!**

**FRESH AT THE MARKET**



Updated every Friday, refer to this page for our list of attending vendors, what our farmers are bringing, market layouts, and more!

Fresh at Lakeline: June 17th

It's a holiday weekend for many members of the community, as we honor Juneteenth, Father's Day, and Pride Month continues! Stock up on local food for your gatherings at the markets this weekend, and make sure to enter our Juneteenth giveaway (before 3pm 6/16) to win some goodies

**YOUR AD HERE!**

Sign up for our Newsletter  
 Join our list

Categories  
 Lakeline Vendors  
 Mueller Vendors  
 Recipes  
 Vendors Attending This Week

**Announcements and Reminders**

**Permitted Vendors and Ag Producers Only Parking and/or Load-In on Aldrich Street**

Vendors with a TFM parking placard are the ONLY vehicles permitted to park and load in in the TFM Permitted Parking area on Aldrich Street (directly next to the Pavilion). This parking has been pre-assigned to specific vendors by TFM and must remain available. **Ag producers without a TFM parking placard are permitted to utilize the space directly across from the drop park on Aldrich Street to load in during the hours of 7:30am-9:00am. All other vehicles that park here without a placard, are subject to towing by the City of Austin, or to parking fees from TFM.**


Non-permitted vendors are allowed to utilize the permitted parking side of Aldrich only during load out, should there be available space.

Additionally, the opposite side of Aldrich Street (directly in front of the businesses) does not have any TFM restrictions and is available on a first-come first-served basis, as long as you park in accordance with city-posted signage.

**Mueller 10th Anniversary Celebration**

We will be celebrating ten years of the Mueller market on Sunday, September 18th! We will be raffling off prizes throughout the day similar to what we did for the Pavilion's grand opening - if you would like to contribute something to our raffle please email Julia at [jmueller@texasfarmersmarket.org](mailto:jmueller@texasfarmersmarket.org)

**YOUR AD HERE!**



[Click Here to View Layouts Online \(target\)](#)


[Mueller Sunday Calendar](#)

**Operations Team Contacts:**

**Lia's Contact Info**  
 Email: [logistics@texasfarmersmarket.org](mailto:logistics@texasfarmersmarket.org)  
 Phone: (512) 761-6809


**Jesse's Contact Info**  
 Email: [operations@texasfarmersmarket.org](mailto:operations@texasfarmersmarket.org)  
 Phone: (512) 666-0553

**Weekend Markets Attendance Call Out Due Midnight on THURSDAY**



**Weekend Markets Promo Info Due Midnight on THURSDAY**



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# AD SPECS

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**Important Links to Save**

PLEASE CLICK TO FILL OUT WEEKLY PROMOTION FORM  
Due by end of day Thursday

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**YOUR AD HERE!**

Vendor	Booth #	Product	Notes
ABC Farm	101	Apples	Organic
DEF Farm	102	Bananas	Local
GHI Farm	103	Carrots	Heirloom
JKL Farm	104	Corn	Sweet
MNO Farm	105	Cucumbers	Local
PQR Farm	106	Eggplant	Local
STU Farm	107	Garlic	Local
VWX Farm	108	Kale	Local
YZA Farm	109	Lettuce	Local
BCD Farm	110	Melons	Local
EFG Farm	111	Peas	Local
HIJ Farm	112	Peppers	Local
KLM Farm	113	Potatoes	Local
NOP Farm	114	Pumpkins	Local
QRS Farm	115	Squash	Local
TUV Farm	116	Tomatoes	Local
WXY Farm	117	Zucchini	Local

[Click Here to View Layouts Online \(larger\)](#)

[Mueller Sunday Calendar](#)

Operations Team Contacts:

**Liz's Contact Info**  
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**TEXAS FARMERS MARKET** LAKELINE | MUELLER

Weekend Markets Promo Info Due Midnight on THURSDAY

**YOUR AD HERE!**



## Marketing Newsletter

Banner Ads: 1160w x 340h pixels

Weekly newsletter "Fresh at the Market"

- Goes out every Friday
- Deadline for artwork: Thursday 12pm

Monthly newsletter

- Goes out first or second week of every month
- Tentative deadlines for artwork:
  - January newsletter: 1/3/24 EOD
  - February newsletter: 1/31/24 EOD
  - March newsletter: 2/28/24 EOD

## Vendor Newsletter

Banner ad: 1160w x 340h pixels

Footer ad: 1160w x 140h pixels

Weekly vendor newsletter

- Goes out every Friday
- Deadline for artwork: Thursday 12pm



# AD SPECS

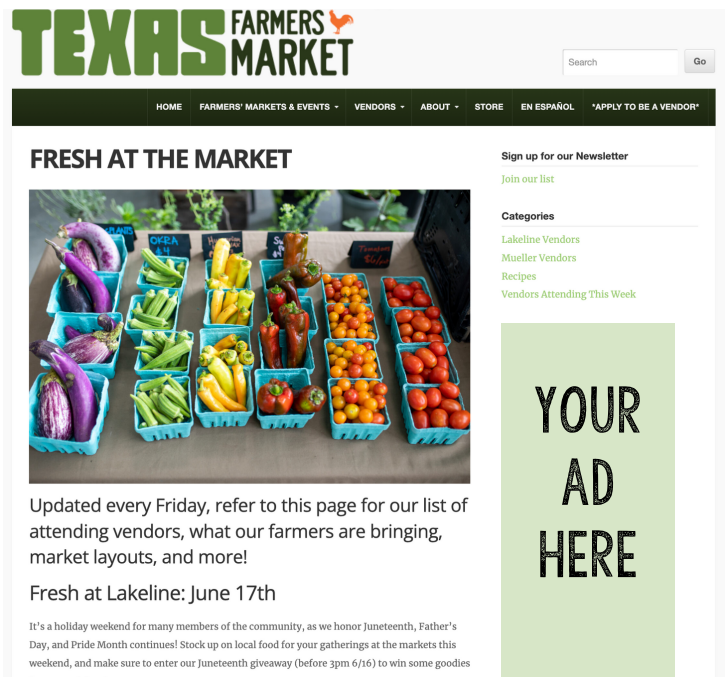


## Website

Leaderboard ad: 930w x 175h pixels

### Available Pages:

- Lakeline market page
- Mueller market page
- Weekly layouts
- Community composting
- Food access



## Website

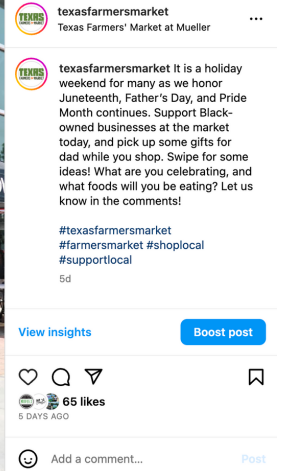
Sidebar Ad: 250w x 600h pixels

### Available Pages:

- Fresh at the market
- What's in season
- Recipes
- Vendors attending this week
- FAQ

# MARKET PLACEMENTS

Digital and in-person sponsorship options can be tailored to fit your needs. At market options include your own 10x10 booth space to promote your business, or signage sponsoring market programming like live music, compost, Second Saturday & Sunday activities for kids, or Sample the Market. Can also be combined with digital components like social media posts and newsletter ads or promotions.



For at market sponsorship opportunities please email [ed@texasfarmersmarket.org](mailto:ed@texasfarmersmarket.org)

[www.texasfarmersmarket.org](http://www.texasfarmersmarket.org)



# THANK YOU!



[www.texasfarmersmarket.org](http://www.texasfarmersmarket.org)