

UNIVERSITY CITY

# FARMERS Market

A community initiative to foster a lively hub of fresh produce, educational resources, and entertainment within University City.

**MAY - OCTOBER**  
**EVERY SATURDAY**  
**10:00 - 2:00 PM**



**Shoppes at University Place**

8931 J M Keynes Dr, Charlotte, NC 28262



**universityCity**

PARTNERS

Arts, Music, Entertainment,  
& Performances



Vendors, Community,  
& Signage, & More



# About Us

Step into the vibrant world of The University City Farmers Market, where community spirit and fresh flavors come together in harmony! Founded in the spring of 2020, our market is nurtured by a collective passion for healthy living, economic growth, and inclusivity. With our core values centered around accessibility, diversity, and camaraderie, we've created a welcoming space where everyone can gather for health, arts, and cultural engagement.

Every Saturday, from May through October, our market springs to life at the picturesque Shoppes at University Place along the boardwalk—a truly breathtaking setting!

## Farmers Market Audience

- Who: Local residents, University students, young professionals, families, and adults interested in fresh produce, artisanal foods, & handmade goods.
- Attendance: Over 4,000 event attendees.
- Investments: University City Partners is a 501c3; sponsorships are tax deductible.
- Features: Fresh farm-to-table produce.

# Sponsorship Packages

## Presenting Sponsor

**\$10,000**  
(Annually)

- Naming rights
- Branding prominently placed on stage
- Industry inclusivity
- Onsite activation
- Brand included on website
- Brand included on social media channels
- Brand on digital media boards
- Newsletter inclusion
- Video & PR coverage
- Brand included on flyers & posters
- Brand included on sidewalk decals
- Brand included on market signage

## Live Music Sponsor

**\$4,000**  
(Per Month)

- Branding prominently placed on stage
- Industry inclusivity
- Onsite activation
- Brand included on website
- Brand included on social media channels
- Brand on digital media boards
- Video & PR coverage



## Supporting Sponsor

**\$300**  
(Per Week)

- Onsite activation

## Sponsor Benefits



Thousands of customer leads for each sponsor with over 4,000 event attendees.



Highly visible marketing on a lively event to evoke positive brand feelings.



Fresh social media content & engagement for a lasting impact.



Multi-year commitment opportunity: Investing in a long-term partnership allows sponsors to maximize brand exposure, cultivate lasting relationships with market attendees, and drive business success and growth.



# Your Impact Matters

Sponsors play a pivotal role in promoting healthy living, fostering community engagement, and supporting local initiatives at The University City Farmers Market. Through their partnership, sponsors not only gain visibility and exposure but also contribute to the success and sustainability of the market and its programs.





Community Impact Powered by You



704-688-2484



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