



2021 Sequim Farmers & Artisans Market Partnership Program

501(c)(3) non-profit organization

The Sequim Farmers & Artisans Market (SFAM) would like to invite you to participate in the 2021 Partnership Program.

About SFAM

When you are a partner with the market, your business is actively promoted by market staff to the hundreds of weekly market-goers. As people stroll through the market, they often wonder where else they can shop or visit. Our staff provides information to them about specific businesses that will meet their requests.

Each year we experience increased traffic at our Sequim City Hall Plaza location. We see thousands over the summer months - locals, visitors and those who plan to become future residents. Last year of course like our local business friends, we experienced reduced out-of-town visitor attendance. However the reduced attendance was made up by people who live in our area who came out in larger numbers than ever to show their support for the market and the local small businesses. Their support meant that our overall market attendance numbers for 2020 were higher than 2019.

Community Benefits

Over the last five years about \$1.1 million dollars were generated at the market. That money remained local. In 2020 we showed a 30% increase of local visitors (translated to foot traffic downtown). This increase spills over to benefit local businesses.

In addition, the market enriches its locality through community programs centering food access, equity, waste prevention, senior appreciation, and children education.

SFAM's community programs contribute to the sustainability of the small business community by increasing the diversity of traffic to the heart of downtown Sequim.

Partner Benefits

Your partnership with the market includes many benefits. During the market season, (spanning May through October), SFAM will promote your business by:

- Listing your business and logo on our Sequim Farmers Market handout brochure available at every SFAM event. Last year, we printed over 1,000 brochures.
- Highlighting your business's website and contact information on the SFAM website
- Display your business promotional and contact information at the Sequim Farmers Market Information Booth and on signs throughout the market grounds.
- Providing a window cling that announces your membership as a SFAM Partner to display at your place of business.
- Provide the use of a free 10'x10' booth at the Saturday market to allow you to meet potential customers and promote your business
- Include your business name in our annual partnership article in the Sequim Gazette.

Contribution

SFAM appreciates contributions of any amount. Please discuss with your representative the collaborative benefits of higher levels of giving. The market will develop special community connection events throughout the season, sponsorship of these events are a fantastic marketing opportunity for your business as well as a demonstration of your support of the resilience of the Sequim community.