

DANE COUNTY FARMERS' MARKET SPONSORSHIPS

About the Dane County Farmers' Market

The Dane County Farmers' Market has been a Madison tradition since 1972, featuring seasonal vegetables, flowers, meats, cheeses, and specialty products from about 220 Wisconsin producers. Our flagship Saturday Market on the Square sees between 20,000 to 25,000 visitors each week. In addition to our Saturday Market, we host three other markets throughout the entire year. We are the only year-round farmers' market in Madison!



Saturday Market on the Square



Wednesday Market



Holiday Farmers' Market



Late Winter Market

About our SNAP/EBT Program

The DCFM participates in the SNAP/EBT/FoodShare program to ensure good food from local farmers is accessible to everyone, regardless of their circumstances. This year alone, we've served over 700 families who used their SNAP benefits at the DCFM with their local farmers.

How Sponsors Can Help

For the first time ever, in 2026, the DCFM is offering sponsorship opportunities, specifically to support the costs of offering SNAP/ EBT at the market. As a privately funded organization, the DCFM covers its costs through farmers' stall fees. Offering SNAP/EBT at the market is administratively expensive and costs about \$15,000 every year. Your sponsorship funds will directly support this program and will lessen the financial burden on our farmers for offering a service that benefits vulnerable members of our community.



All Sponsors Receive:

- Logo on the DCFM website
- Complementary copies of the DCFM Cookbook
- Logo and thank you in the beginning of the outdoor season media release
 - We receive the most earned media during our outdoor season opening. This time frame creates the most visibility for your business
- Private tour of either the Wednesday or Saturday market and gift certificates for each attendee

In addition to the above, sponsors will receive additional benefits at each of these tiers:

\$1,000 Sponsorship

- Social media package
 - Two (2) Instagram/ Facebook posts at the beginning and end of outdoor season
 - Two (2) Newsletter features at the beginning and end of outdoor season
 - Two (2) reposts of any media your company creates about sponsoring SNAP/EBT/FoodShare at the DCFM at the beginning and end of outdoor season
- Brochure handouts shared at the DCFM SNAP/EBT/FoodShare Booth at the Wednesday, Holiday, and Late Winter Market

\$2,500 Sponsorship

- Social media package
 - Four (4) Instagram/ Facebook posts at the beginning and end of outdoor season
 - Four (4) Newsletter features at the beginning and end of outdoor season
 - Four (4) reposts of any media your company creates about sponsoring SNAP/EBT/FoodShare at the DCFM at the beginning and end of outdoor season
- Free table at three (3) Wednesday Markets
- Free table at one (1) Holiday Farmer's Market
- Brochure handouts shared at the DCFM SNAP/EBT/FoodShare Booth at Wednesday, Holiday, and Late Winter Market
- Signage with business logo posted at the DCFM SNAP/EBT/FoodShare Booth at the Wednesday, Holiday, and Late Winter Market

\$5,000 Sponsorship

- Social media package
 - Ten (10) Instagram/ Facebook posts throughout the year
 - Ten (10) Newsletter features throughout the year
 - Ten (10) reposts of any media your company creates about sponsoring SNAP/EBT/FoodShare at the DCFM throughout the year
- Free table at up to six (6) Wednesday Markets
- Free table at up to two (2) Holiday Farmer's Market
- Free table at one (1) Late Winter Market
- Brochure handouts shared at the DCFM SNAP/EBT/FoodShare Booth at Wednesday, Holiday, and Late Winter Market
- Signage with business logo posted at the DCFM SNAP/EBT/FoodShare Booth at the