



SPONSORSHIP

Prescott Farmers Market (PFM) hosts local chefs at the Saturday market to prepare small bites featuring market produce for customers to taste. Chefs volunteer their time and are given a stipend to purchase goods from vendors for their seasonally-inspired dish. Chefs distribute anywhere from 200-400 tastes during the 3 to 4.5-hour market.

Chef in Action engages chefs in sharing their knowledge and skills with the general public, reinforces seasonality and provides customers with new recipes and ways to prepare fresh vegetables.

Sponsoring this popular event is a great way to build an audience for your business. During the 2022 summer season, Chef in Action will take place the second Saturday each month, April through November. Sponsorship of the entire season is \$3,000. The sponsoring business receives the following recognition:

- Signage with logo at each Chef in Action event
- Facebook & Instagram posts the night before each Chef in Action including logo and link to business page.
- Logo and recognition on all printed recipes
- Logo and link on Chef in Action webpage

Alternatively, a \$400 sponsorship covers a single Chef in Action event and includes the same recognition for that one event.

Prescott Farmers Market can help you reach:

- 3,000 customers at the Saturday market
- 12,800 Facebook users
- 5,800 Instagram followers

Interested in sponsoring Chef in Action? Email Kaolin Randall, kaolin@prescottfarmersmarket.org

*We're happy to process a credit card over the phone with a 3.5% transaction fee.