SPONSORSHIP OPPORTUNITIES AT CUESA’S FARMERS MARKETS

TWO ICONIC MARKETS ON THE FOREFRONT OF BAY AREA FOOD CULTURE

Activating a booth at CUESA’s farmers markets provides exclusive access to some of the world’s most savvy and environmentally conscious epicureans. Innovative customer services and popular in-market educational activities further distinguish these markets, which are operated by the nonprofit CUESA (Center for Urban Education about Sustainable Agriculture). CUESA's farmers markets bring together farmers, food crafters, restaurants, chefs, and home cooks to create a vibrant food-loving community that celebrates the region’s best products and sets national food trends. For over 25 years, CUESA has created a healthy community nourished by environmentally sound, humane, economically viable, and socially just food systems.

FERRY PLAZA FARMERS MARKET, SAN FRANCISCO

» SATURDAYS 8 AM - 2 PM
» TUESDAYS 10 AM - 2 PM
» THURSDAYS 10 AM - 2 PM

3 weekly markets located outside of San Francisco’s historic Ferry Building, an international destination and the heart of San Francisco’s food scene

55,000 shoppers each week

25 years in operation

80 free cooking demos for market visitors annually

350 chefs and restaurants regularly shop the market

MISSION COMMUNITY MARKET, SAN FRANCISCO

» THURSDAYS 4 PM - 8 PM
» MARCH - NOVEMBER

1 weekly, vibrant neighborhood market with deep roots in the Mission community promoting family health and creating a fun, beautiful public space

4,000 shoppers each week

29 sustainable farmers, food artisans, and restaurants

www.cuesa.org
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WHO WILL YOUR COMPANY REACH?

DIVERSE AGE GROUPS
23% are between the ages of 25-34
21% between the ages of 35-44
23% are between the ages of 45-54
23% are between the ages of 55-64.

SOCIALLY AWARE
67% of survey respondents appreciate the value of high quality, locally produced goods, indicating they were willing to pay more for food produced using sustainable practices.

SF BAY AREA RESIDENTS
65% of surveyed shoppers are residents of San Francisco,
80% coming from the greater Bay Area.

SAVVY EPICUREANS
91% shop at our farmers markets because of the exceptional quality of the products.
80% shop because of the diversity of products available.

FINANCIALLY SOUND
33% of shoppers spend more than $75 at the farmers market.

FERRY PLAZA FARMERS MARKET

CUESA
CULTIVATING A HEALTHY FOOD SYSTEM
www.cuesa.org
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ACTIVATION FAQS

What footprint is available?
Ferry Plaza Farmers Market on Saturdays: 15x40 ft space in the Back Plaza behind the Ferry Building
Ferry Plaza Farmers Market on Tuesdays & Thursdays: 10x10 ft in front of the Ferry Building
Mission Community Market: 10x10 ft

Is any equipment provided?
CUESA can provide some market equipment like tents, tent weights, tables, and chairs on a case by case basis.

What are the load-in and load-out times?
Arrival time varies by market day and the complexity of your set up. Our farmers market is open rain or shine.
Ferry Plaza Farmers Market on Saturdays: average load-in start is 6:30 am with load-out beginning at 3 pm
Ferry Plaza Farmers Market on Tuesdays & Thursdays: average load-in start is 8:30 am with load-out beginning at 2 pm
Mission Community Market: average load-in start is 2:30 pm with load-out beginning at 8:30 pm

Will we have access to water?
At the Ferry Plaza Farmers Market, access to water is available on Tuesdays & Thursdays with limited access possible on Saturdays. Water is not available at Mission Community Market.

Is there access to electricity?
There is no access to electricity at the Saturday Ferry Plaza Farmers Market or Mission Community Market. If electricity is needed for your activity, you must rent a generator. Limited access to electricity is available on Tuesdays and Thursdays.

How many people are recommended to staff the booth?
We recommend at least 3 representatives of your company staff your booth. This may increase depending on the scope of your activities. We ask that your staff stay within 5 feet of your activation footprint.

Can I cook on site?
There is a limited opportunity to cook on induction burners on site. Preapproved food samples prepared off site may be permissible, and are subject to City of San Francisco food sampling safety guidelines.

What am I allowed to hand out to market shoppers?
Any items distributed to market shoppers must be approved in advance and must not conflict with CUESA’s mission or the businesses that participate in the farmers markets.

Who is my contact the day of the event?
We will share a customized fact sheet before your activation with your day-of contact and with all load-in, parking, and load-out details.
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MARKET ACTIVATION EXAMPLES

SPECTRUM ORGANICS featuring Chef Marcus Samuelsson

MEYENBERG

VISA

MAKER’S MARK

EVENTBRITE

PURE LEAF TEA HOUSE