



Farmers Market & Food Access Sponsorship Opportunities 2026



WHAT HAPPENS HERE MATTERS

Every Tuesday afternoon in the summer, the heart of downtown Champaign transforms into a celebration of local food, art, and community. Musicians take the plaza stage, farmers and artisans unload their wares, and families meander through the aisles, greeting vendors by name, filling bags with produce, meat, eggs, bread, honey, and flowers, and grabbing sweet treats from entrepreneurial bakers and upstart food businesses.

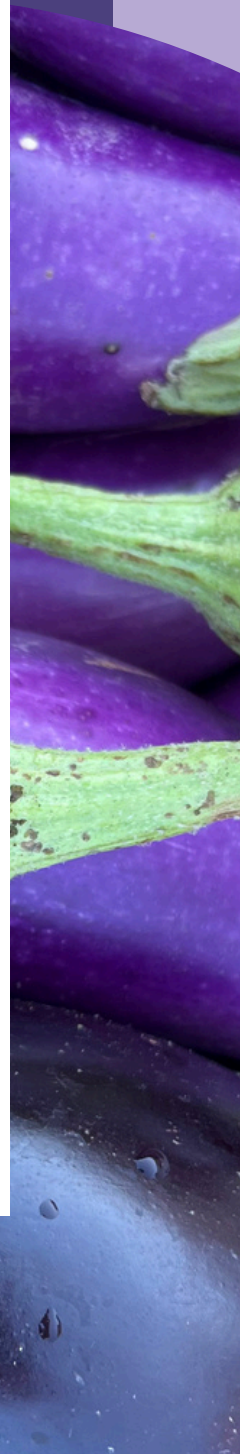
The Land Connection operates two farmers markets that serve as integral economic infrastructure for East Central Illinois, in addition to our food access programming across the region. The **Champaign Farmers Market**, now in its 12th year, welcomes 15,000+ customers each season, and The **Champaign-Urbana Winter Farmers Market** at Lincoln Square Mall extends the season year-round, drawing more than 40,000+ visitors during the holiday market and early year winter market.

What happens here matters.

140 vendors, many of them first-generation food and farm businesses, built and engaged their customer base at our markets last year. We brought over \$60,000 in food assistance to families using SNAP, WIC, and Senior FMNP benefits, and every dollar went directly to our local makers and producers. 600 Kids Kits went home with children learning where their food comes from. And this year we will be offering even more programming for community building and economic development, such as our Buy One, Give One initiative and Little Library of Cooking Things.

Your sponsorship puts your brand in front of tens of thousands of shoppers who shop their values, and families who vote with their dollars for local and meaningful small businesses. Join us in building a vibrant and beautiful community by sponsoring our farmers markets and food access programming in 2026.

- Ian Nutting, Food Access Manager



OUR NUMBERS TELL THE STORY

MARKET VENDORS SERVED

140

MARKET CUSTOMERS

50,000+

BENEFITS DISTRIBUTED

\$60,000

**WEEKLY FARMERS MARKET
NEWSLETTER SUBSCRIBERS**

1,100

SOCIAL MEDIA IMPRESSIONS

706,292



GROW WITH US

Neighbor
\$250

Perfect for: small businesses/professionals who want to show support

- Logo on The Land Connection's website all year long

Grower
\$750

Perfect for: local businesses wanting visibility with market shoppers

- Everything in Neighbor, plus:
- Thank you mention in one issue of the CUrrant newsletter
- One dedicated social media thank you

Cultivator
\$1,500

Perfect for: businesses wanting direct market customer interaction

- Everything in Grower, plus:
- Logo on market-day signage (displayed weekly)
- One market booth day with advanced marketing to engage directly with shoppers (table, tent, and chairs provided)
- One social media reel or video feature showcasing your business

Steward
\$3,500

Perfect for: businesses invested in food access and economic development

- Everything in Cultivator, plus:
- Premium logo placement on website and printed materials
- Logo on market tote bags distributed at the winter market
- Three market booth days
- One feature in The CUrrant newsletter

Champion
\$7,500

Perfect for: businesses, banks, or healthcare systems seeking deep community alignment

- Everything in Steward, plus:
- Become a named food access sponsor of our Buy One, Give One program. "Buy One, Give One presented by [X]" on our materials and social media posts.
- Quarterly impact updates showing your contributions at work
- Five market booth days with premium placement
- VIP market tours and event access for your team or clients

GROW WITH US

Presenting
Partner
\$15,000

- Everything in Champion, plus:
- Weekly newsletter presenter recognition: ad for your company with “The CUrrant presented by [your company name]” in our weekly newsletter every week for a year
- Custom sponsorship benefits designed with your marketing team
- Year-round recognition across both markets
- Annual impact report documenting full reach of partnership
- Direct line to Food Access Manager for ongoing collaboration

MORE SPONSORSHIP OPTIONS

Need something to fit your needs? Craft a community-building sponsorship with us.

Perfect for: those with unique client needs or established marketing plans that require extra attention. Example: “I have clients who don’t use social media regularly.” Options for custom sponsorships include but are not limited to: market signage, newsletter features, social media content, market tours, and custom bags. Reach out today!



YOUR SPONSORSHIP BUILDS A REGIONAL COMMUNITY

When you sponsor The Land Connection's farmers markets, you're not just supporting a single market: our organization provides food access programming across the region. By partnering with farmers and market organizers, we connect our friends, neighbors, and families to fresh, local food and puts dollars directly into the hands of Central Illinois farmers and food businesses.

\$54,204

Link Match funds distributed. Link Match doubles every SNAP dollar spent at the market, making fresh produce twice as accessible for families using food assistance.

\$15,377

Winter Token Match funds distributed. We triple SNAP purchasing power during winter months when heating costs compete with grocery budgets.

\$9,070

NeighborFood Bucks distributed. NeighborFood Bucks is a no-questions-asked food assistance program for anyone who needs it. Dignity-centered support that reaches those who fall through other safety nets.

\$10,765

WIC/Senior FMNP Match funds distributed. This program matches federal nutrition vouchers for pregnant women, new mothers, and seniors on fixed incomes.

\$500+

of food donated weekly with our Buy One, Give One program. We coordinate the delivery of donations and unsold market goods to local food pantries, reducing waste while feeding families.

OUR REGIONAL NETWORK



FARMERS MARKETS SERVED ACROSS CENTRAL ILLINOIS

From Champaign-Urbana to Danville, Monticello to Decatur, our markets serve communities across East Central Illinois.

- Champaign Farmers Market
- CU Winter Farmers Market
- Urbana's Market at the Square
- Danville Farmers Market
- Danville Winter Market
- Richland Farmers Market
- Monticello Farmers Market
- Good Samaritan Mercy Market
- Good Samaritan Mercy Market: Winter Edition
- Sola Gratia Farm
- Joyful Wren Farm
- Curtis Orchard

Every dollar of food assistance we distribute goes directly to our regional farmers and food producers. Your sponsorship doesn't just feed families—it strengthens our local food economy. In 2025, \$128,132 in redeemed benefits flowed directly to Central Illinois farmers, supporting the small businesses that feed our communities.

In 2025, we connected 368 new SNAP shoppers to farmers markets for the first time.

Join us in building a food system where our local farmers and food businesses are valued, and everyone has access to fresh, local food.

DEADLINES & APPLICATION

DUE DATE AND DURATION

Benefits begin May 2026 and end April 2027.

APPLICATION & PAYMENT

Online application and credit card payment is available through our website thelandconnection.org or by scanning the QR code below.

To pay by check: please fill out the online application and use promo code FOODCHECK at checkout. After check out we will be in touch with you to finalize payment.

The Land Connection
206 N Randolph St, Suite 400
Champaign, IL 61820

If you have questions about payment, please email Ian Nutting at ian@thelandconnection.org. Notice of cancellation must be made prior to MAY 31, 2026. All cancellations received by this date will receive a full refund minus a 5% processing fee. Cancellations submitted on or after MAY 31, 2026 will not be refunded.

