

2027 SPONSORSHIP OPPORTUNITIES

INAUGURAL SEASON • MID-MISSOURI

Help Something Local Take Root

Wild & Wayward Farmers Market brings local growers, makers, producers, young entrepreneurs, community organizations, and neighbors together around good food, honest craftsmanship, local agriculture, and the people behind it.

Sponsorship helps Wild & Wayward grow beyond the basics - supporting the programs, experiences, and resources that make market mornings more useful, welcoming, and memorable. From youth opportunities and live music to customer experiences and inaugural-year infrastructure, sponsor support helps us build more into every season.

Be Part of the Beginning

Every business or organization that sponsors Wild & Wayward during our inaugural 2027 season will also be recognized as a Founding Sponsor - a distinction reserved for the people and organizations who helped this market take root from the very beginning.

Three Ways to Help Grow the Market

SUPPORT THE MARKET	SUPPORT SOMETHING YOU CARE ABOUT	HELP BUILD OUR FIRST SEASON
Choose a general sponsorship level and help strengthen W&W; wherever support is most useful.	Direct some or all of your sponsorship toward a specific program or experience.	Help fund a confirmed inaugural-year infrastructure need with lasting value.

Mix and match your support.

Your total sponsorship determines your overall W&W; recognition level, whether you support the market generally, designate your contribution toward something specific, or do a little of both. Designated funds stay with the purpose you've chosen, and your sponsorship may also receive recognition connected to the program or project it supports.

Support the Market

General sponsorship gives Wild & Wayward the flexibility to invest where support will do the most good. Each level offers meaningful recognition while keeping the market experience centered on local growers, makers, producers, and community.

Market Partner
$250

A simple way for local businesses and organizations to help Wild & Wayward take root.

W&W; Website
Logo, business/organization name, and website link on the W&W; sponsor page.

Market Recognition
Logo included on shared sponsor recognition signage at the market.

Social Recognition
Included in a shared Market Partner thank-you on W&W; social media.

Harvest Partner
$500

For businesses and organizations ready to make a deeper investment in Wild & Wayward's inaugural season.

Featured Website Recognition
Featured sponsor-page listing with logo, website link, and short business/organization description.

Prominent Market Recognition
Prominent logo placement on shared sponsor recognition signage at the market.

Dedicated Social Spotlight
One individual sponsor spotlight on W&W; social media during the 2027 season.

Newsletter Recognition
Recognition in at least one W&W; customer newsletter during the season.

Presenting Partner
$1,000+

For businesses and organizations making a substantial investment in W&W;'s inaugural season.

Presenting Partner Recognition
Official recognition as a 2027 Presenting Partner.

Premier Website Recognition
Premier sponsor-page placement with logo, website link, and short business/organization description.

Premier Market Recognition
Top-tier logo placement on shared sponsor recognition signage at the market.

Expanded Social Recognition
A dedicated sponsor spotlight plus additional recognition at appropriate points throughout the season.

Featured Newsletter Recognition
Featured sponsor recognition within at least one W&W; customer newsletter.

Have something specific in mind?

Your total contribution still counts toward your overall sponsorship level when you designate some or all of your support toward a W&W; program or project. Keep going to explore the possibilities.

Support Something You Care About

Want your support tied to something specific? Designated sponsorships let you put your contribution behind a W&W; program, experience, or project you care about - while still counting toward your overall sponsorship recognition level.

Young & Wayward

Help young entrepreneurs turn an idea into something real. Young & Wayward gives youth a supported place to create, sell, learn, and experience running a small business firsthand. Sponsorship helps provide program materials, youth activities, business-learning resources, signage, and the support that helps keep participation free.

$1,000 Presenting Sponsor • One available

$500 Supporting Sponsor • Multiple available

Program-specific recognition accompanies each sponsorship, with primary recognition reserved for the Presenting Sponsor.

Little Waywards

Help make market mornings fun for our littlest visitors. Little Waywards brings kid-friendly activities into the market through crafts, scavenger hunts, Market Passports, seasonal activities, educational experiences, and more. Each $500 sponsorship expands what we're able to offer throughout the season.

$500 Supporting Sponsor • Multiple available

Includes supporting sponsor acknowledgment connected to Little Waywards activities.

Music at the Market

Help bring live local music to select Wild & Wayward market mornings. Music at the Market supports featured performances throughout the season, creating a lively gathering-place atmosphere while helping W&W; fairly compensate participating musicians.

$1,500 Presenting Sponsor • One available

$500 Supporting Sponsor • Multiple available

Program-specific recognition accompanies each sponsorship, with primary recognition reserved for the Presenting Sponsor.

Wayward Bucks

Put local dollars where they matter. Wayward Bucks are sponsor-funded promotional market dollars placed directly into shoppers' hands to spend with participating Wild & Wayward vendors. Every Wayward Buck redeemed becomes another dollar spent with a local grower, baker, maker, producer, or young entrepreneur.

$500 sponsorship = $500 in Wayward Bucks

Additional funding available in $500 increments.

Sponsor recognition accompanies the Wayward Bucks promotion(s) your contribution helps fund.

Have Something Else in Mind?

Some of the best ideas start with something we didn't put on a list. If there's a particular part of Wild & Wayward you'd like to help grow, tell us what you have in mind. Designated sponsorship opportunities may be developed when the idea fits the market and the support can be used responsibly.

Help Build Our First Season

Some sponsorships can do something wonderfully tangible: help purchase the pieces a new market needs to serve its community well from day one. Inaugural-year needs are added only as they're confirmed, thoughtfully planned, and realistically priced.

Help Give the Market a Voice

2027 MARKET SOUND SYSTEM

FUNDING GOAL: $2,000

A reliable portable sound system will support live music, demonstrations, special programming, community announcements, and other market-day activities throughout Wild & Wayward's inaugural season - and for seasons to come.

Funding will support a portable PA system and the essential microphones, stands, cabling, and accessories needed to use it across W&W; programming.

Full and Partial Sponsorships Welcome

One sponsor who fully funds the $2,000 need will be recognized as the 2027 Market Sound System Sponsor. Partial sponsorships are also welcome and will receive appropriate recognition as contributors to this inaugural-year investment.

Built to Grow With Us

As additional inaugural-year needs are confirmed, thoughtfully planned, and realistically priced, new opportunities may be added.

How Sponsorship Works

We want sponsorship to be straightforward, useful, and good for both the market and the people who support it.

01	Choose Your Impact Support Wild & Wayward generally, put your sponsorship behind something specific, or combine the two.
02	Start the Conversation Tell us what you're interested in supporting and the contribution you have in mind.
03	Confirm the Details We'll make sure the opportunity is still available and agree on the sponsorship amount, purpose, recognition, and any special arrangements.
04	Make It Official We'll put the agreed details in writing so everyone knows exactly what the sponsorship includes and where designated funds will go.
05	Grow Something Good Your support goes to work, and W&W; takes care of the recognition and follow-through we've agreed on.

A Few Important Things

• Sponsorship supports the market - it doesn't purchase operational influence, a role in vendor decisions or market policy, or access to customer or vendor personal information.

• W&W; retains final approval over sponsor recognition, messaging, signage, displays, and promotional materials connected to the market. Sponsorship may not be represented as an endorsement by W&W; beyond the sponsorship relationship.

• Designated funds stay designated. Funds committed to a particular program, project, or need will be tracked for that purpose. If the agreed purpose cannot move forward, W&W; and the sponsor will determine an appropriate redirection or refund together.

• Limited opportunities stay limited. Once a capped need is fully funded, W&W; will stop accepting sponsorships for that need. Opportunities identified as exclusive will not be sold to more than one sponsor.

• Anything beyond what's listed here gets agreed on first. Any on-site presence, promotional activity, special recognition, or other benefit beyond those listed in this guide must be agreed to by W&W; in advance.

Ready to Grow Something Good With Us?

Whether you already know exactly what you'd like to support or you're still figuring out the best fit, we'd love to hear from you.

START A SPONSORSHIP CONVERSATION →

sponsors@wildandwaywardmarket.com • wildandwaywardmarket.com

2027 sponsorship opportunities are subject to availability and final written agreement. Recognition details may be adjusted by mutual agreement when appropriate for the sponsorship.