



Wilmington Flower Market, Inc.

**S P O N S O R S H I P
O P P O R T U N I T I E S**



Wilmington Flower Market, Inc.

Dear Friends and Community Partners,

For more than a century, the Wilmington Flower Market has been a beloved springtime tradition that brings our community together in celebration of creativity, kindness, and giving. What began as a small neighborhood gathering has blossomed into one of Delaware's most cherished annual events — a three-day festival filled with music, art, food, and flowers, all in support of children's charities across our state.

Each year, the Flower Market draws thousands of families, local businesses, and visitors to Rockford Park to enjoy live entertainment, artisan vendors, and the unmistakable spirit of Wilmington. But at its heart, this event has always been about more than festivities — it's about making a difference. Every dollar raised helps fund vital programs that enrich the lives of children and families right here in Delaware.

We invite you to join us as a sponsor of this year's Flower Market. Your partnership directly supports our mission while giving your organization an opportunity to connect with an engaged, loyal, and diverse audience. From premium event sponsorships to community-level recognition, each package offers meaningful ways to showcase your brand and demonstrate your commitment to the people who make Wilmington thrive.

Thank you for considering a sponsorship and for helping this remarkable tradition continue to grow. Together, we can ensure that the Wilmington Flower Market continues to bloom — for our community, for our children, and for generations to come.

Wilmington Flower Market Board

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Wilmington Flower Market

A U D I E N C E & E X P O S U R E

CUMULATIVE CHARITABLE IMPACT

Over \$6 million distributed to Delaware children's organizations since the event's founding.

EVENT DURATION & STRUCTURE

Three-day annual event over Mother's Day weekend (Thursday-Saturday) at Rockford Park in Wilmington, DE.



MEDIA EXPOSURE

Coverage by 93.7 WSTW, WDEL, WXCX, NBC10 Philadelphia, 6ABC Philadelphia, The News Journal, IN Wilmington, and other local outlets.

Over 80,000 website visitors yearly. Over 10,000 followers on Facebook. New Instagram with over 1,000 followers, with all socials continuing to grow.

AUDIENCE TYPE & ESTIMATED ATTENDANCE

Draws thousands over the three day event including families, local residents, craft-and-plant enthusiasts

DEMOGRAPHICS

The audience is family-oriented and community-based, including adults aged 30-65+ with many local households and children enjoying the event.

Wilmington Flower Market

S P O N S O R S H I P P A C K A G E S

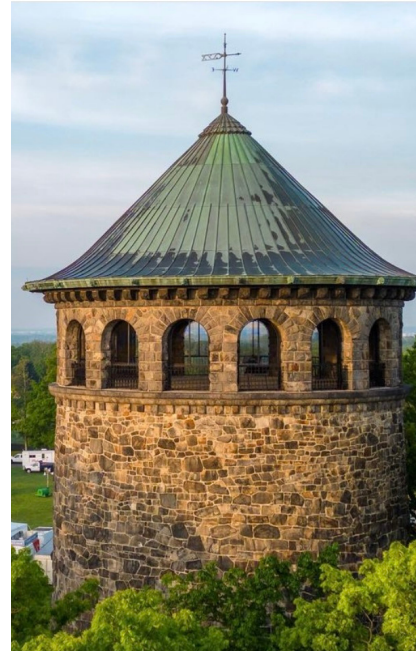
Contact us:

Sponsorships@wilmingtonflowermarket.org

EVENT SPONSOR

\$10,000

ONLY 1 AVAILABLE



- Event Sponsor listed on a banner at the front entrance- 3' x 8'
- Ultra premium tent space (provided by sponsor) for 3 days to showcase products/engage- 10' x 20'
- Sponsorship recognition and thank you by multiple main stage artist/WFM personnel.
- Top billing for all logo placement in marketing material/main stage

- Stage time to address attendees on the main stage during peak time.
- Logo/link prominently placed on the WFM website
- 3 exclusive WFM social media post.
- 25 single day parking passes
- Limited edition WFM 2025 print, signed by the artist

GOLD SPONSOR

\$5000



- Sponsorship banner at the three day event- 3' x 8'
- Dedicated tent space (provided by sponsor) to showcase products/engage
- Sponsorship recognition & thank you by the WFM personnel during the 3 day event
- Logo placement in marketing materials & main stage

- Stage time to address attendees on the main stage
- Logo/link placed on the WFM website
- 1 exclusive WFM social media post.
- 15 single day parking passes

Wilmington Flower Market

S P O N S O R S H I P

P A C K A G E S

BEER GARDEN PRESENTING SPONSOR

\$2,500

ONLY 3 AVAILABLE

- Presenting sponsor banner prominently hung at the Beer Garden- 3' x 8'
- Company banner (provided by sponsor) hung on the perimeter fence of the Beer Garden- 2' x 3.
- Logo on the WFM website &
- Social media post on the WFM socials
- 3 single day parking passes
- Each presenting sponsor will have a tent takeover day to showcase products/engage. (Preference of day for takeover first come first served)



TENT SPONSOR

\$600



- Company banner (provided by sponsor) hung on a sponsored tent at the WFM- 2' x 3.
- 1 single day parking pass
- Logo on the WFM website
- Social media post on the WFM socials

YARD SIGN SPONSOR

\$250

- 1 Company yard sign displayed on the Wilmington Flower Market grounds during the three day event

*Please note the yard sign size should be no more than 18" x 24" and the sign must be provided by the sponsor.



Donations are also accepted on our website at

Wilmingtonflowermarket.org

Every donation helps!



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READY TO GROW WITH US?

We'd love to welcome you as a 2026 sponsor of the Wilmington Flower Market!

To confirm your sponsorship level, please complete the Sponsorship Interest Form or reach out directly.



The Wilmington Flower Market would not be possible without the generosity of our sponsors, partners, and volunteers.

Your support helps us continue a century-long tradition that brings joy to our community while raising vital funds for children's organizations across Delaware. Together, we can ensure this legacy continues to grow — one flower, one family, one child at a time.



Thank you for being part of something truly meaningful.

Contact Us

610-724-6659

Sponsorships@wilmingtonflowermarket.org