



Indy Winter  
**FARMERS  
MARKET**  
BROUGHT TO YOU BY 16 TECH

Presented by  
**aes**

## 2025-2026 SEASON SPONSORS



Indiana University Health



## CONNECTING COMMUNITY. DRIVING IMPACT.

Now in its 17th season, the Indy Winter Farmers Market brings community together November – April at the AMP at 16 Tech, connecting residents to locally produced goods.

Owned and operated by 16 Tech Community Corporation, the nonprofit steward of 16 Tech Innovation District, the Indy Winter Farmers Market expands access to fresh, local food and strengthens opportunities for local small businesses.



## POWERED BY YOUR PARTNERSHIP

Your partnership is essential to sustaining the market, supporting outreach, food assistance, community programming and the foundational operations that create an impactful weekly experience.

## ECONOMIC + COMMUNITY IMPACT SNAPSHOT

NEARLY **20,000** VISITORS THIS SEASON

**70** LOCAL VENDORS SUPPORTED

**68%** MINORITY-OWNED VENDORS

**24** MARKETS

**10** COMMUNITY ACTIVATIONS WITH LOCAL PARTNERS

16 TECH DISTRIBUTED **\$21,810** THROUGH SNAP AND FOOD ASSISTANCE PROGRAMS.

## INCREASING ACCESS TO FRESH, HEALTHY FOOD

The Indy Winter Farmers Market expands access to affordable, locally grown food in neighborhoods where grocery access remains limited.

Through the Triple Match SNAP program, shoppers can turn \$20 into \$60 purchasing power, making fresh food more accessible for families while directing critical support to local farmers and neighborhood businesses each week.

## CONNECTING COMMUNITY THROUGH PROGRAMMING



In partnership with Visit Indy, 16 Tech welcomed the TrailMixer to the last market of the season, connecting visitors to the growing trail network. The TrailMixer introduced new visitors to the market while also helping market attendees discover and engage with the city's expanding railway system from 16 Tech.



Through a new partnership with Black Worldschoollers Mobile Bookstore, the Indy Winter Farmers Market created opportunities for children and families to connect through storytelling, literacy, and culturally reflective books.



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STORYTIME SESSIONS HOSTED FOR CHILDREN & FAMILIES

74

CHILDREN RECEIVED FREE BOOKS

58

CHILDREN PARTICIPATED DIRECTLY IN STORYTIME PROGRAMMING

27

ADULTS PARTICIPATED WITH THEIR CHILDREN

\$1,125

IN BOOKS DISTRIBUTED THROUGH BLACK WORLDSCHOOLERS MOBILE BOOKSTORE PARTNERSHIP

**IndyGo**<sup>SM</sup>

Through a partnership with IndyGo, transportation support helped make the Indy Winter Farmers Market more accessible for neighbors. Free travel trainings, bus passes, and market incentives encouraged more people to ride transit, visit the market, and connect with fresh food throughout the season.

## SPONSOR ENGAGEMENT SNAPSHOT

- Provided nearly 20,000 seasonal visitors with access to fresh, local food
- Created opportunities for direct community engagement through market activations
- Media coverage resulted 48 Million + impressions across various outlets including *Indy Monthly*, *Indy Star*, *WISHTV* and more
- Expanded brand reach through social media and digital marketing
- 28K social media followers over Instagram and Facebook
- Weekly email distribution to 4,830 contacts
- District-wide visibility at 16 Tech