

the seconds sale

AT SNOW FARM: THE NEW ENGLAND CRAFT PROGRAM

2026 Sponsorship Levels: The Seconds Sale at Snow Farm

Learn more at sale.snowfarm.org/support/

Lead Sponsors - \$3,500

Our most comprehensive package, your business name and logo prominently displayed in Seconds Sale promotional material and event signage. Social media mentions. Opportunity to share your own promotional material with Seconds Sale shoppers and be mentioned alongside Snow Farm in earned media. VIP access to The Seconds Sale preview night.

- Business logo on Snow Farm snowfarm.org/ and Second Sale sale.snowfarm.org/ (new for 2026) websites for one year (145,000+ page views in 2025)
- Listed on postcard mailed to 10,000 Western Mass and New England addresses in early November
- Listed on all Seconds Sale email newsletters reaches 16,000 people (3x at minimum October - November)
- Social media mentions on Facebook and Instagram during the Seconds Sale promotion time (September - November)
- Mentions in any earned media stories.
- Logo on brochure and gallery map given to all shoppers (~3000) when they enter the Sale
- Listed on Snow Farm gallery and campus signage
- Your business invited to provide a give-away for all shoppers (ie: logo'd shopping bags, coupons, promotional material, etc)
- Invitation for you and your staff to attend The Second Sale VIP Preview Night (first viewing and early shopping)

Co- Sponsors - \$2,000

Your business name and logo prominently displayed in Seconds Sale promotional material, in the onsite guide, and event signage. Social media mentions. VIP access to The Seconds Sale preview night.

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- Social media mentions on Facebook and Instagram during the Seconds Sale promotion time (September - November)
- Logo on printed guide and gallery map given to all shoppers (~3000) when they enter the Sale
- Invitation for you and your staff to attend The Second Sale VIP Preview Night (first viewing and early shopping)

Supporting Sponsors - \$1,000

Your business name and logo prominently displayed in Seconds Sale promotional material. VIP access to The Seconds Sale preview night.

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- Invitation for you and your staff to attend The Second Sale VIP Preview Night (first viewing and early shopping)

Contact Information

For Business and Community Sponsorship Inquiries

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