

Wildberry Field Market

1047 SAINT STEPHENS CHURCH RD.
CROWNSVILLE, MD 21032

The Field Market runs seasonally, Saturdays June–November. We also sprinkle in fun Special Event Field Market dates throughout the season!

At the markets we host local small businesses for a morning of shopping small, and enjoying all that the local community has to offer!

Thank you for joining us this season!

- *Bridget + Matt*



Field Market Pricing

Spring Season

2nd + 4th Saturday March- May

9am-noon (no rain date)

Full Season: \$25 per date, 6 dates total (\$150)

Half Season: \$35 per date, 3 dates total (\$105)

Pop Up Vendor: \$50 per date, 1 date total (\$50)

Summer Season

Every Saturday June-August

9am-noon (no rain date)

CLOSED 8/30

Full Season: \$35 per date, 11 dates total (\$385)

Half Season: \$45 per date, 5 dates total (\$225)

Pop Up Vendor: \$60 per date, 3 dates total (\$180)

Fall Season

Every Saturday Sept-Nov

9am-noon (no rain date)

EXCEPT 10/25 + CLOSED 11/1

Full Season: \$45 per date, 10 dates total (\$450)

Half Season: \$55 per date, 5 dates total (\$275)

Pop Up Vendor: \$70 per date, 3 dates total (\$210)

Special Event Pricing

Opening Day: Summer Kickoff Event

6/7 9am-1pm (rain date 6/8 9am-1pm) \$100

Halloween Field Market

10/25 9am-1pm (rain date 10/26 9am-1pm) \$100

Shop Small Saturday

11/29 9am-1pm (rain date 11/30 9am-1pm) \$100

Vintage Christmas Market

12/6 1pm-5pm (rain date 12/7 1pm-5pm) \$200

12/13 1pm-5pm (rain date 12/14 1pm-5pm) \$200

Special Event Dates Include:

FREE Balloon Animals + Face Painting for guests

FREE perks like totes + merch for guests

FREE Live Music for guests

(Supplied by Wildberry)

Vendor Perks

- Park behind your tent
- Open concept market (no sectioned-off corners or pathways)
- Marketing of the event by Wildberry in local publications + news outlets
- Strong online presence by Wildberry (5.5k email subs, 10.2k followers on Instagram, 15.3K combined follows/likes on Facebook)
- Weekly mentions/tags, engagement from Wildberry on socials + clickable link PDF to your website/socials on bi-weekly email
- Large parking area for guests of the market
- Live music coordinated + provided by Wildberry
- Restrooms provided for guests + vendors

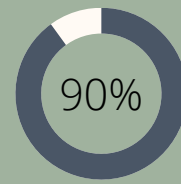
What Sets Us Apart?

- Online Presence
- Access to owners/operators (auto response leads to a response from us)
- Setting/Location (grass field vs paved parking lot)
- Restrooms available
- Elevated farm experience
- Geared toward women 25-45, families + dog owners
- Ease of vendor sign up
- Large-scale parking for busy markets
- Proximity to Annapolis: close enough to be accessible, far enough away to feel like an escape
- Location in affluent area (Wildberry customers come to shop!)

Customer Demographics

Location: Crownsville
Anne Arundel County, MD

Top Cities: Annapolis, Severna Park + Crofton Maryland



WOMEN

25-34 YRS  30%

35-44 YRS  40%



THE AACO MEDIAN HOUSEHOLD INCOME IS 15.1% HIGHER THAN THE MEDIAN HOUSEHOLD INCOME IN MD.

Median Household Income

Anne Arundel County, MD

\$116,009

Maryland

\$98,461

Target Buyers

~300,000 Community Members in the target buying area including:

- Singles
- Families
- Dog Owners

Population of AACO: 593,286



OUR TARGET BUYERS MAKE UP A STRONG MAJORITY OF AACO RESIDENTS.

Selling Tips

- Stand (don't sit) at your set up and engage customers with a smile and a "hello"
- Keep your phone down and away unless making a sale (endless scrolling = unapproachable)
- Chat with your market neighbors as there might be a collaboration opportunity there!
- Get excited and speak highly of your product! Customers love to hear your passion, what makes you stand out?
- Tag us in your pictures! We love to re-share.
- Remember the soft benefits on a slow day. You showed up and got yourself out there!