

# Wildberry Field Market

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1047 SAINT STEPHENS CHURCH RD.  
CROWNSVILLE, MD 21032

The Field Market runs the  
2nd + 4th Saturday June-  
November 9am-1pm

We host almost **over 100**  
rotating local creators +  
small businesses (about 62  
each date) 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*



# Pricing

## **How do you come up with pricing?**

Pricing is calculated a variety of ways. This year we decided to go with a sliding scale because of the variety of perks and add-ons during specific dates throughout the season. We also want to be mindful of slower points in the season and pricing reflects that information.

## **Your prices seem higher, can you elaborate on that?**

Yes, our prices do seem higher than other markets. That is because most markets run every Saturday and offer the same market set up and offering most, if not every, Saturday. Wildberry runs twice a month and offers a variety of add-ons and perks to the market season. Full Season Vendor Pricing total equates to about \$40/week June-November.

# Perks

- Park behind your tent
- Open concept market
- Marketing by Wildberry in local news outlets/publications + socials
- Live music
- Strong online presence by Wildberry (5k email subs, 8.7k followers on Instagram, 14K combined follows/likes on Facebook)
- Comprehensive Marketing for your Business on Wildberry's socials/email list. This includes weekly mentions/tags, engagement from Wildberry + clickable link PDF to your website/socials on bi-weekly email
- Large parking area for guests of the market + restrooms provided

# Notable Dates

## June

**Opening Day:** 2-3 professional photos of your and your set up by our photographer for your business marketing (socials, website, etc), FREE balloon creations by Clementine the Clown, Goodie Bags for the first 50 guests coordinated + packaged by Wildberry.

## October

**Halloween:** FREE balloon creations by Clementine the Clown, guests come in costumes + Trick or Treat the Market

## November

**Shop Small Sat:** Photographer present, FREE balloon creations by Clementine the Clown

# Sliding Scale

1. 6/8 Opening Day, \$100 (FREE goodie bags, balloon creations for guests + professional photos of you!)
2. 6/22, \$90
3. 7/13, \$80
4. 7/27, \$70
5. 8/10, \$70
6. 8/24, \$60 (this is where attendance dips due to heat + folks on vacation)
7. 9/14, \$60
8. 9/28, \$70
9. 10/4 FREE Mini Market for Full Season Vendors
10. 10/12, \$80
11. 10/26, \$90
12. 11/9, \$90
13. 11/23, \$90
14. 11/30 Shop Small Saturday, \$100 (FREE totes for the first 40 guests, balloon creations for guests + professional photos of the market!)

**All 14 dates (13 total + FREE Mini Market) \$1,050**

# 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!)

# 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 always re-share.
- Remember the soft benefits on a slow day. You showed up and got yourself out there!