

2023 Sponsorship Package 5th Year Anniversary

Richmond
**NIGHT
MARKET**
Art. Culture. Family.



EXPERIENCE

Through our multi-cultural in-person and virtual vendor experiences, the Richmond Night Market remains committed to fostering local, national, and international support for the small business community.

The Richmond Night Market, LLC is owned and managed by Adrienne Cole Johnson and Melody Short, both residents of Richmond, VA who have created vendor market experience together for over a decade. Although native to Richmond, VA they have produced markets throughout the East Coast, and have a large influence in the makers space arena.

Whether producing stand alone vendor markets or working closely with conferences and festivals, the Richmond Night Market experience adds a unique flair and presence to the spaces it touches.



Commerce and Culture



Creativity and Community



MARKET COMPONENTS

Makerspace

Features a real time painting experience from a local artist.

Creative Kids Hangout

Family and children focused experiences throughout RNM.

Main Stage

Live music, djs and interactive performance is a significant part of RNM.

Artisan Village

ARTisan Village allows vendors to showcase & sell their work.

Interactive Experience*

Adult and/or family focused fun experiences hosted throughout RNM.



What people are saying

The Richmond Night Market brings to our great city a much needed space for creatives to thrive! The environment was so welcoming and allowed visitors to experience music, art, food and culture in an area that bridges a past filled with self-determination and a future that inspires.

-Amy Wentz, the Richmond Black Restaurant Experience



What an amazing new event! It brings all of the things we love about Richmond together in one spot: creative businesses, arts and culture and the restaurants at the market.

-Bill Martin, The Valentine



My favorite moment was seeing the city so well represented, inclusively.

-Richmond Night Market Vendor



Market Details

Richmond Night Market is the only open air night market in Richmond.

Features 70% local and 30% visiting small businesses

40 unique businesses featured monthly, April - December.

Average attendee age: 25 - 55 years old

Families made up 50% of the attendees

**40% African-American
30% White-American
10% Asian-American
10% Hispanic/ Latino
5% Native-American/ Indian
5% Other**



Sponsorship Levels

The Advocate - \$25,000

- Season presenting sponsor
- Introduce band on the Main Stage presented by company
- Logo on all marketing collateral
- Sponsor recognition on social media platforms
- Logo featured on website
- Mention in all press releases for the season
- Company vendor booth at each Richmond Night Market

The Curator - \$10,000

- Logo on all marketing collateral
- Sponsor recognition on social media platforms
- Logo featured on website
- Mention in all press releases for the season
- Company vendor booth at each Richmond Night Market

The Patron - \$5,000

- Logo featured on website
- Mention in all press releases for the season
- Sponsor recognition on social media platforms





Thank you!

Adrienne Cole Johnson, co-founder

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