

THE BRANDYWINE PARK FARMERS MARKET

VENDOR PACKET



www.spreadgoodkarmafoundation.org/thebrandywineparkfarmersmarket



The Brandywine Park Farmers Market – brought to you in beautiful partnership between the Spread Good Karma Foundation and Friends of Wilmington Parks – is Delaware’s newest hub for fresh, local, and sustainable goods. It’s more than just a market – it’s a vibrant community gathering that celebrates health, wellness, and supporting local businesses. With handpicked produce, artisan goods, live music, food trucks, and a women-only walk club that draws 75+ women each week, we create an experience that promotes both physical and mental well-being. Join us in building a stronger, healthier community every Saturday and make the Brandywine Park Farmers Market part of your weekly ritual.

This market runs from May through October.

WELCOME



WHO WE ARE

The Brandywine Park Farmers Market is brought to you in beautiful partnership between the Spread Good Karma foundation and Friends of Wilmington Parks



SPREAD GOOD KARMA FOUNDATION

Non-profit organization focused on making Delaware a healthier state through community, connection, and all things preventative healthcare.
www.spreadgoodkarmafoundation.org

Katie Kutler and Max Kutler

Founder, Executive Director (your point of contact)

✉ [**info@spreadgoodkarmafoundation.org**](mailto:info@spreadgoodkarmafoundation.org)

We are two longterm neighbors that walk this park daily with our two dogs, and have dreamed of walking to a weekly farmers market here since we moved here. We started SGK out of the desire to support our community in their overall health. We believe that having access to local farm + artisan goods is an incredibly large aspect of leading healthier lifestyles, among the other aspects of our organization that we create and promote. We want to see local farms and business succeed with the support of their community, and we know that this location, the deep need/want from neighbors, alongside of the connection to our Good KARMA Walk Club which attracts 70+ women each week will provide an extremely successful environment for vendors to thrive in.



FRIENDS OF WILMINGTON PARKS

Friends of Wilmington Parks is dedicated to maintaining the beauty and enjoyment of the Wilmington State Parks system. Through community programs, fundraising, and restoration of historic spaces, they are committed to keeping the parks enjoyable destinations for park visitors. They support Wilmington State Parks, encompassing five lush, urban parks along the Brandywine River in Delaware. They too have shared a vision for a local farmers market by the iconic Josephine Fountain, and we are proud to be bringing this to our community, to the park, together.

www.friendsofwilmingtonparks.org



THE VISION

The Brandywine Park Farmers Market is rooted in health. What began as another community connection health initiative seen as a deep need by the Spread Good Karma Foundation – transpired into conversations with Friends of Wilmington Parks to make the dream a reality as a partnership. Brandywine Park is a beautiful park and we have our vendor spaces right by the iconic Josephine Fountain, which is right past the historic Jasper Cane Rose Garden. With sufficient parking, walkable neighborhoods, the Brandywine Zoo, local restaurants and activities – this is perfect for neighbors + nearby drive-in locals alike to make a Saturday date solo, with family or friends. We connect the Spread Good Karma Foundation’s women-only walk club to the farmers market to support not just our vendors, but full karmic circle community wellness. Our goal from the location to the walks, to the types of vendors we allow, to the variance in products that are welcomed – is to bring our neighbors a weekly stop for their groceries, and a space where local farmers, artisans, and health is celebrated. We are grateful for all that are a part of this incredible start to something new, with a dream of holding this market for years to come.



THE SCHEDULE

- 8am-9am** | Vendors begin set up, required to be set up no later than 8:45am
| Good KARMA Walk Club meets by the fountain for 2.6 mile walk
- 9am-12pm** | Open + ready for the public to enjoy! Vendors, live music, coffee/food truck
- 12pm-1pm** | Breakdown + exit

***Vendors entering may pull up close to spots – once set up, must move cars to the corner lot.**

*See parking map for details

COMMUNICATION

EMAIL CONTACT:

info@spreadgoodkarmafoundation.org

IMPORTANT NOTES:

We will have rotating volunteers at the BPFM tent every weekend.

We will share their phone number for any **day-of** emergency contact needed.

Every Wednesday before the market we will send their contact info, a list of participating vendors, your tent space (# A/B), and any updates/reminders.

It is your responsibility to have the parking details in mind within this packet.



VENDORS WE ALLOW

*we are a producer-only market, you must grow / make your own products

*we strive for variety + lack of overlap each week for our vendors to thrive

PRODUCE + PLANTS

from vegetables to berries, microgreens, mushrooms/mushroom products, herbs (both fresh and dried), to physical plants for neighbors to plant themselves, to fresh flowers – we welcome up to (4) produce + plant vendors every week

MEAT/POULTRY

from beef to chicken, lamb, bacon, sausage, goat (both fresh and frozen), to products such as jerky and bone broth, – we welcome up to (3) meat/poultry vendors every week

DAIRY/EGGS

from chicken eggs to quail eggs, and other dairy products such as cow/sheep/goat cheeses, milk, kefir, yogurt, ice cream, butter, flavored butters – we welcome up to (3) dairy/eggs vendors every week

BREAD/BAGELS

from artisan loaves such as sourdough, baguettes, focaccia to whole grains, bagels, and zucchini/banana breads – we welcome up to (3) bread/bagel vendors every week

BAKED GOODS

from loaf cakes to scones, cinnamon rolls, croissants, pies, muffins, danishes, and bars – we welcome up to (2) baked goods vendors every week

PREPARED FOODS

from grab+go ready to eat salads/sandwiches, to make+bake healthier dinners, to fermented foods, jams/preserves, and other meals – we welcome up to (3) prepared food vendors every week

PET HEALTH

from minimal ingredient treats, to healthy food, to toys/accessories – we welcome up to (1) pet vendor every week

COFFEE/FOOD TRUCKS

from coffee trucks to juice/smoothie bars, to breakfast trucks, bbq and sandwich trucks – we welcome up to (1) coffee truck and (1) food truck every week

SKINCARE

from tallow balms to oil cleanses, natural moisturizers to facial steams, natural body oils, and overall minimal ingredient and nontoxic products – we welcome up to (2) skincare vendor every week

OTHER PRODUCTS

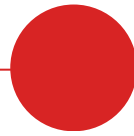
from protein bars to nut butters, honey+beeswax products, adaptogenic tinctures, incense + crystals, sea moss, yoga mat cleaners and things like sustainable home goods – we welcome up to (4) wellness product vendors every week



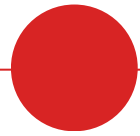
VENDORS WE PROHIBIT



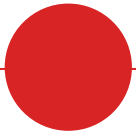
THRIFT/VINTAGE



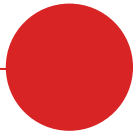
ANTIQUES



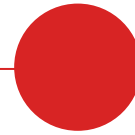
ELECTRONICS



ARTWORK



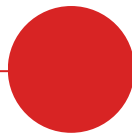
FURNITURE



TOBACCO/SMOKING



NOVELTY GIFTS



CRAFTS

Our market is rooted in health + wellness initiatives for the community.
Connecting our neighbors to local farms + artisans, we are creating a true farmers market
and avoiding the blurred line to become a flea market.

NO EXCEPTIONS.



SHOWING UP FOR YOU

- We guarantee traffic with the SGK Women-Only Walk Club that begins and ends at the market every Saturday
- Because of our connection to kaffe KARMA, and our partnership between both Spread Good Karma Foundation + Friends of Wilmington Parks, there are several social media platforms and in-person cross-marketing that is guaranteed
- We send out a weekly newsletter to subscribers from KARMA + SGK + FOWP to ensure your name continues to gain awareness and we can share your story, products, and more additional email marketing**
- We guarantee marketing both cell phone content and professional photography every single week, from reels to documenting candid moments of guests shopping your stands, we are here to best promote YOU and your participation in our market
- Live music, a food truck, and coffee truck are all here to bring the energy and vibrancy to the market to make it a desirable weekly event for neighbors to attend
- We connect with city officials, fitness and wellness studios/practitioners, and health-advocating businesses to ensure as much traffic and awareness as possible

ADDITIONAL MARKETING

\$75

VENDOR SPOTLIGHT

This fee covers additional marketing, featuring you (1x) as a vendor spotlight on Instagram/Facebook through a carousel of photos of your products/business as a way to showcase your vendor spot at the market.

\$150

VENDOR SPOTLIGHT + NEWSLETTER PROMOTION

This fee covers additional marketing, featuring you (1x) as a vendor spotlight as mentioned in the above option – along with including your story, more about your business, what sets you apart, etc.

\$300

VENDOR SPOTLIGHT + NEWSLETTER PROMOTION + REEL CREATION

This fee covers additional marketing, featuring you (1x) as a vendor spotlight + in our newsletter as mentioned in the above options – along with including (1) reel/video dedicated to your business.

****ADD MARKETING FEES INTO YOUR VENDOR FEE – DETAILS ON 'VENDOR FEES + PERMITS STEP-BY-STEP PAGE'**



VENDOR FEES + PERMITS

\$100

1x/MONTH VENDOR FEE

This fee covers the vendor space for (1) day in the same month.
If you are attending 2x in the same month, the total fee is \$200.

\$285

3x/MONTH VENDOR FEE

This fee covers the vendor space for (3) days in the same month.

\$355

4-5x/MONTH VENDOR FEE

This fee covers the vendor space for (4-5) days in the same month.
There are (2) months that have (5) dates in the same month.

\$1875

3-5x/MONTH ENTIRE SEASON VENDOR FEE

This fee covers the vendor space for (3-5) days per month in the 2025 season from May through October. Best value for consistent core vendors, **must be paid in full.**

FEES MUST BE SUBMITTED BY THE DUE DATE TO SECURE YOUR SPACES.
LATE FEES OF AN ADDITIONAL \$15 PER DAY PAST DUE DATE WILL BE ADDED.

*****DUE TO OTHER EVENTS IN THE PARK THERE ARE A FEW SUNDAY DATES THEY ARE MARKED IN BLUE*****

MONTH OF MARKET

FEES DUE BY

MONTH OF MARKET

FEES DUE BY

MAY (3rd, 10th, 17th, 24th, 31st)

APRIL 25TH

AUGUST (3rd, 9th, 16th, 23rd, 30th)

JULY 15TH

JUNE (8th, 14th, 21st, 28th)

MAY 15TH

SEPTEMBER (14th, 21st, 28th)

AUGUST 15TH

JULY (5th, 12th, 19th, 26th)

JUNE 15TH

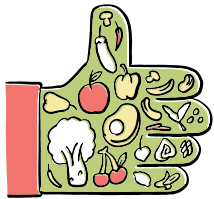
OCTOBER (4th, 11th, 25th)

SEPTEMBER 15H

ALL VENDOR FEES ARE NON-REFUNDABLE. WE ARE AN ALL WEATHER, RAIN-OR-SHINE FARMERS MARKET. BAD WEATHER DAYS DO NOT INCLUDE A REFUND, YOU DECIDE IF YOU WANT TO BE THERE STILL OR NOT. NO-SHOWS RESULT IN BAN FROM THE SEASON IF YOU DO NOT FIND A REPLACEMENT FOR YOUR SPACE. WE WILL NOT REFUND, CREDIT, OR USE THE FEE FOR A DIFFERENT DATE DUE TO UNFORESEEN CIRCUMSTANCES. BY SUBMITTING YOUR VENDOR FEE YOU AGREE TO THESE TERMS.

SPONSORSHIP OPPORTUNITIES

Help us bring fresh food, vibrant community, and wellness to our city! Your sponsorship supports local farmers, small businesses, and free wellness programming in the park all season long.



(\$10,000) FULL CIRCLE WELLNESS SPONSOR

The Brandywine Park Farmers Market presenting sponsor, this individual or company is a cornerstone supporter of our mission to promote full-circle wellness – nutrition, movement, mental health, and community connection to our neighbors.

Sponsorship Includes:

- Market presented by your company all season
- Large banner at the main entrance
- End of season impact report
- Vendor table at the market as many weekends as you would like
- Sponsorship of (1) large wellness event this year
- Recognition at every Walk Club
- Weekly shoutout on social media platforms
- Weekly shoutout in our email newsletter
- Featured as a sponsor on our website



(\$5,000) HEALTHIER COMMUNITIES SPONSOR

This individual or company helps us bring neighbors together through health-forward events and wellness education.

Sponsorship Includes:

- Vendor table at the market as many weekends as you would like
- Sponsorship of (2) community events
- Biweekly shoutout on social media platforms
- Featured as a sponsor on our website



(\$1,500) SUPPORT LOCAL SPONSOR

This individual or company supports (1) weekend of farm-fresh + local artisan goods, and community wellness.

Sponsorship Includes:

- Vendor table at the market for your selected sponsored weekend
- Recognition at your selected weekend's Walk Club
- Shoutout on social media platforms during that week
- Featured as a sponsor on our website

IF YOU OR SOMEONE YOU KNOW IS INTERESTED IN SPONSORING, PLEASE SEND AN EMAIL TO
INFO@SPREADGOODKARMAFOUNDATION.ORG





NEXT STEPS

1. **Decide your desired frequency and include which vendor fee in your email.**
2. **Decide if you would like to add-on marketing and include which option in your email.**
3. **Decide if you would like your business to sponsor and include which option in your email.**
4. **Decide and list as many dates you are committing too in your email.**
5. **Include in your email your Instagram name and/or website.**
6. **There is a mandatory city permit you will be expected to fill out *which will be sent to all vendors via email by 4/18.***
7. **Be sure that you will have your own sturdy, clean, organized tent and table display by the date you are attending.**
8. **You will receive an invoice from the Spread Good Karma Foundation, and it must be fulfilled by the fee due date.**

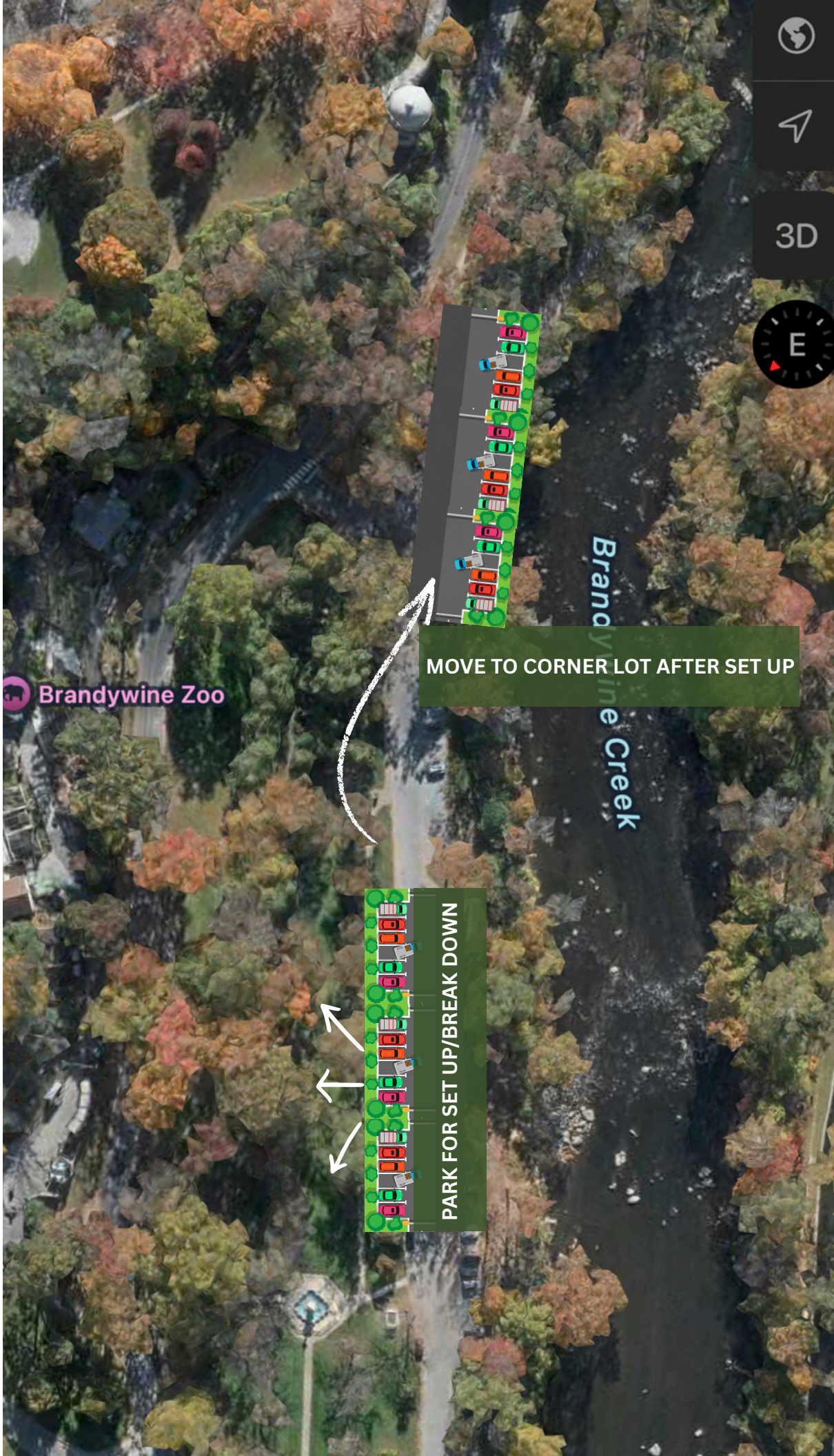


Our farmers market is more than a market— it is a nonprofit initiative rooted in caring for + wanting to improve our neighbors' health, supporting local agriculture, and bringing people together over healthier community connection. Every vendor who joins The Brandywine Park Farmers Market helps us to bring fresh, nourishing food to our neighbors, support small farms and artisans, and breathe new life into our shared public spaces. Your presence helps cultivate a thriving, vibrant park filled with local groceries, meaningful connection, and the spirit of local resilience. As a nonprofit market, your vendor fees go directly toward keeping this vision alive— funding operations, community programming, and ensuring the market remains a welcoming space for everyone for years to come.

You are an integral part of improving your community's mental and physical health through offering healthier, local options and bringing them closer to one another over wellness.

We are incredibly grateful for the opportunity to make this dream come to life here at the Brandywine Park.

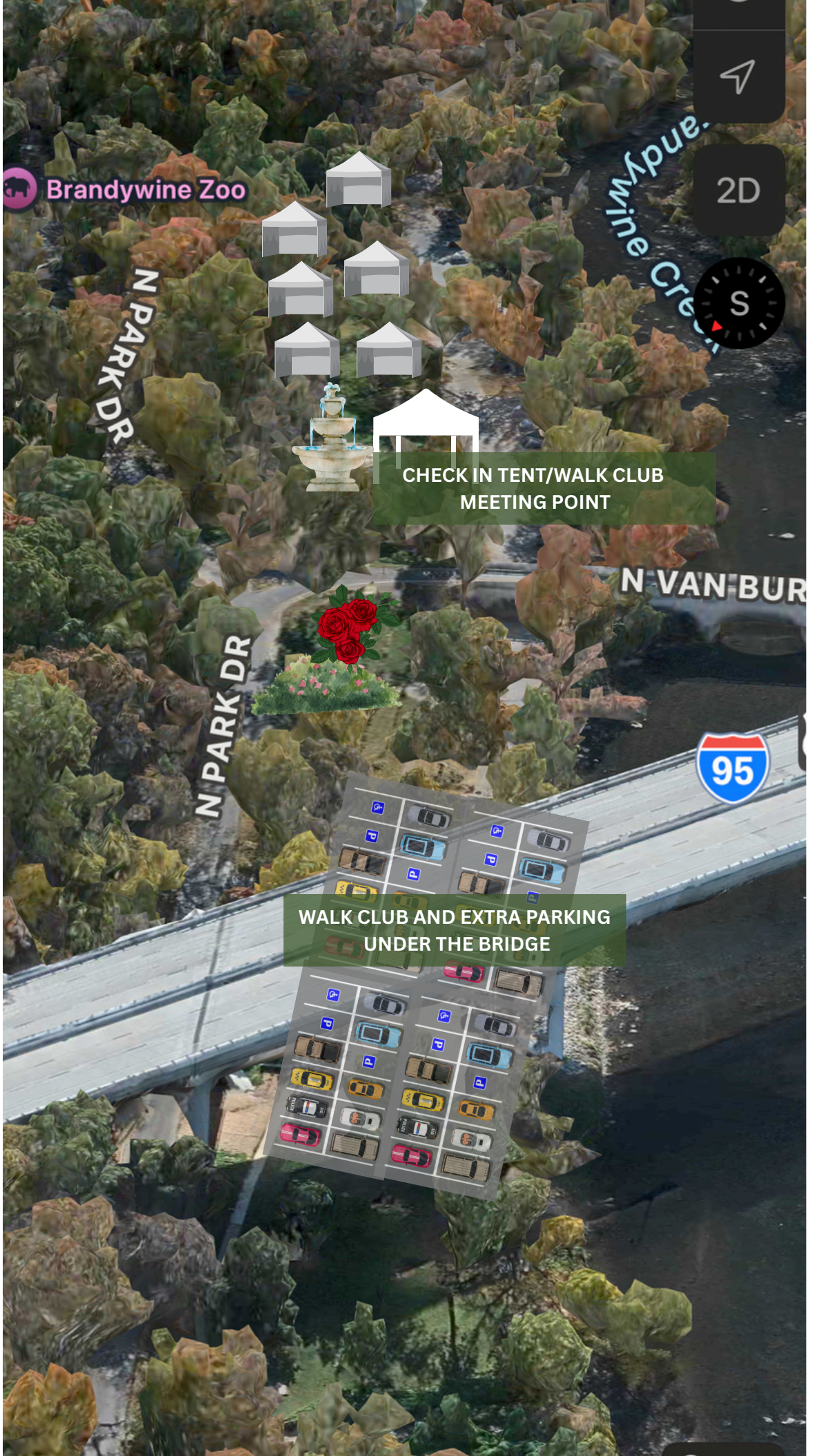
VENDOR PARKING MAP



VENDOR SPACE MAP



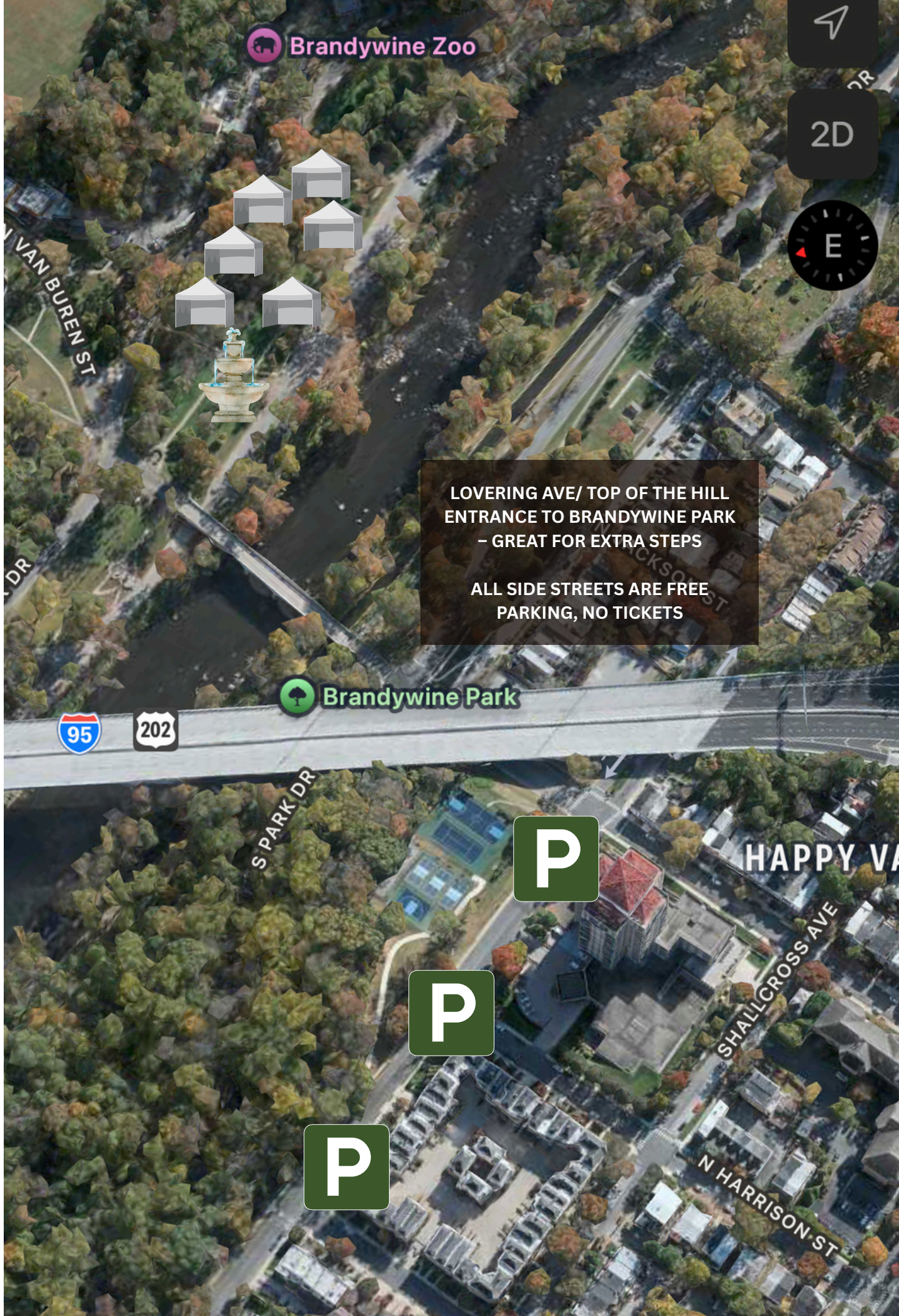
WALK CLUB PARKING MAP



MORE VISITOR PARKING



MORE VISITOR PARKING



Brandywine Zoo

2D

E

LOVERING AVE/ TOP OF THE HILL
ENTRANCE TO BRANDYWINE PARK
– GREAT FOR EXTRA STEPS

ALL SIDE STREETS ARE FREE
PARKING, NO TICKETS

Brandywine Park



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HAPPY VA

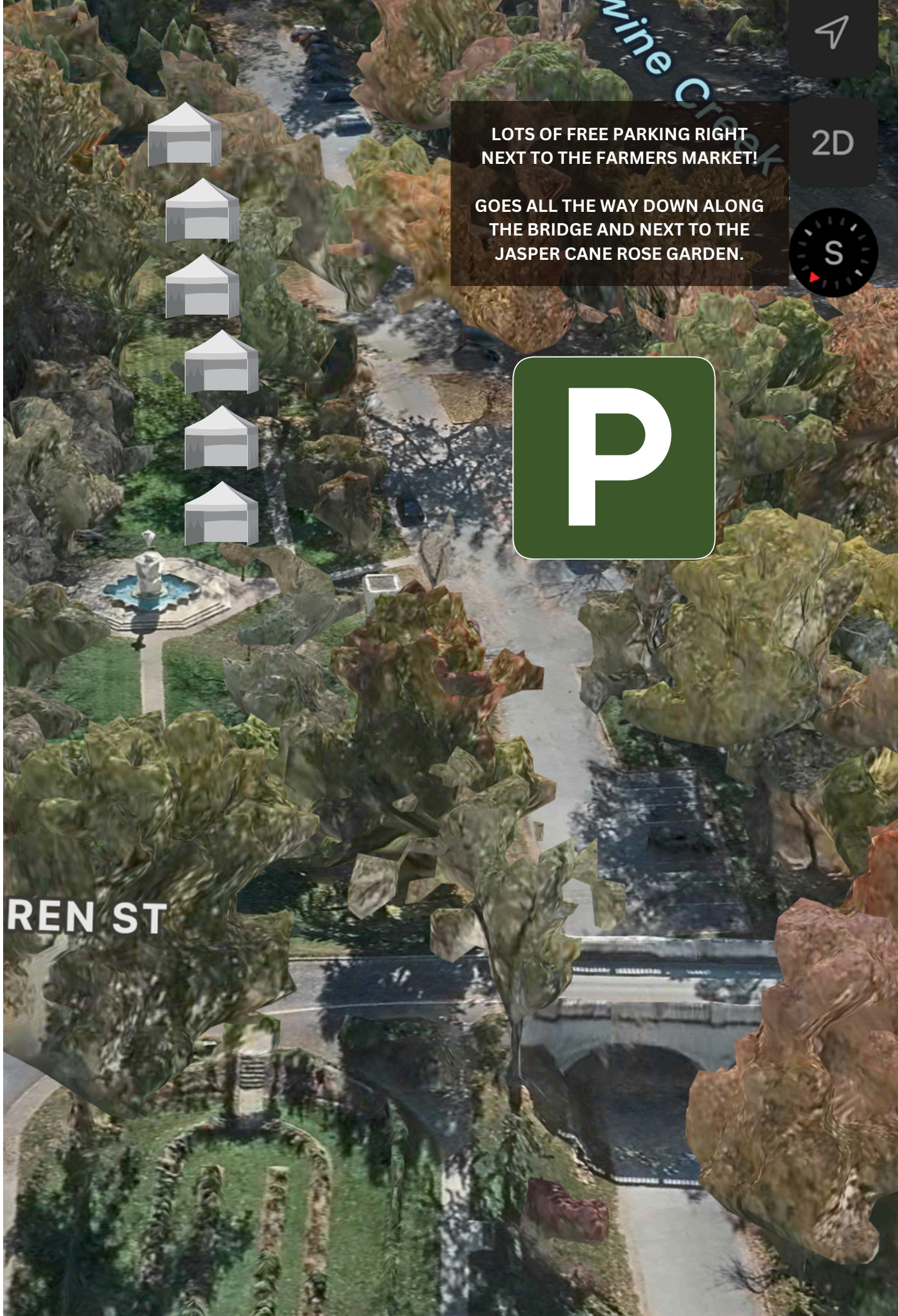
SHALLCROSS AVE

N HARRISON ST

SPARK DR

VAN BUREN ST

MORE VISITOR PARKING



LOTS OF FREE PARKING RIGHT
NEXT TO THE FARMERS MARKET!

GOES ALL THE WAY DOWN ALONG
THE BRIDGE AND NEXT TO THE
JASPER CANE ROSE GARDEN.

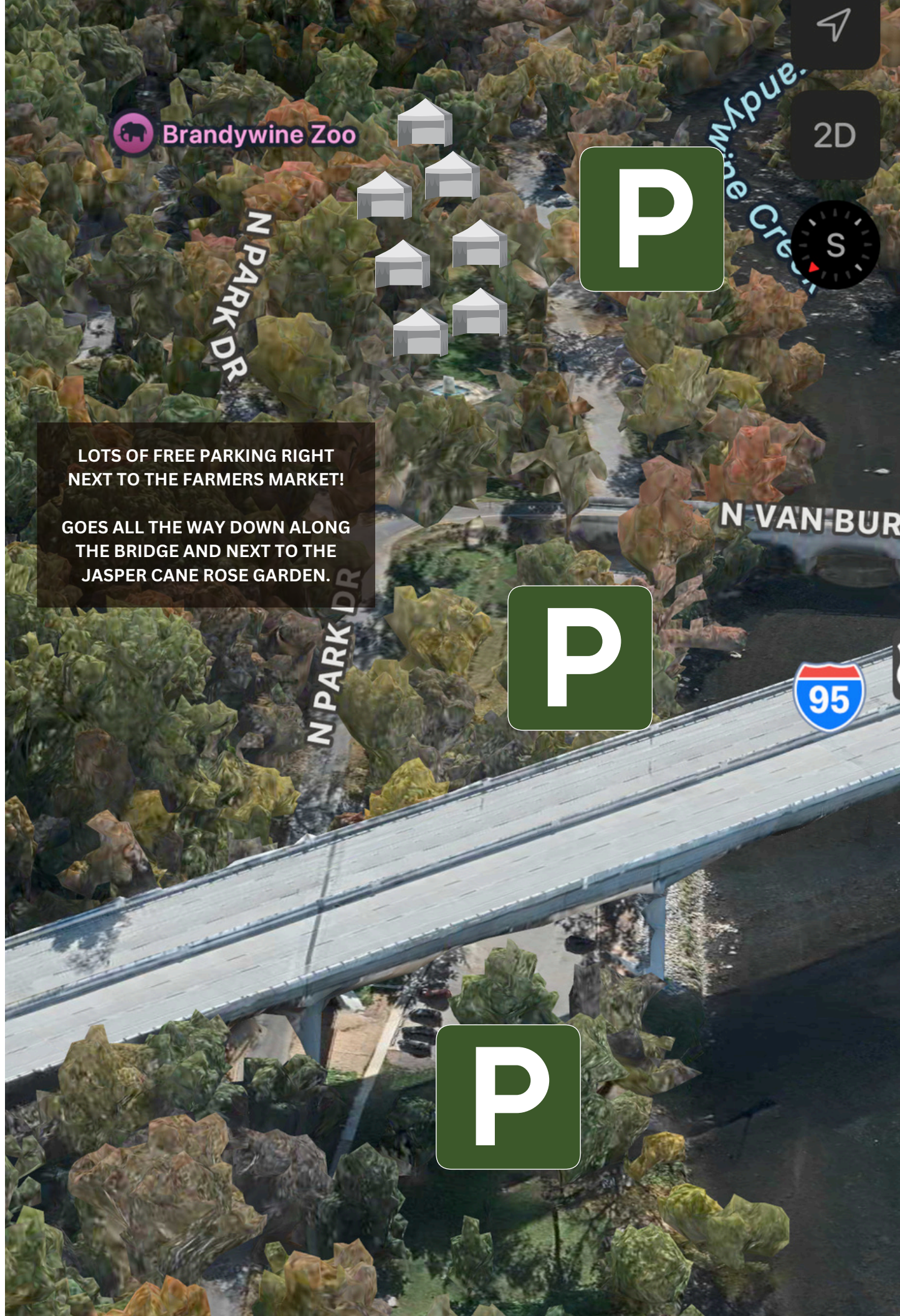


2D



REN ST

MORE VISITOR PARKING



LOTS OF FREE PARKING RIGHT
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