

12TH INTERNATIONAL

PUBLIC MARKETS

CONFERENCE

MILWAUKEE • JUNE 12–14, 2025

Sponsorship Invitation

Project
for Public
Spaces

About the Conference

“The International Public Markets Conference is an industry event unlike any other. It celebrates the vibrancy of public spaces, organizes stakeholders to invest their creativity and resources into markets and creates valuable opportunities for people who are passionate about public markets to create community.”

— Taylor Choy, Green City Market



Photo credits: Visit Milwaukee (cover and top left), Milwaukee Public Market (bottom left)



For over 35 years, our biennial **International Public Markets Conference** has brought together an international group of over 400 visionary market leaders and stakeholders for three days of hands-on learning, off-site workshops, and networking events, all in service of exploring the changing forces shaping public markets today. Taking place during Project for Public Spaces’ 50th anniversary in 2025, this event will be the 12th iteration of the conference and will continue a legacy of advancing the public market field by serving as a pivotal platform where a global exchange of ideas, best practices, and transformative strategies can take place.

Organized by **Project for Public Spaces**, the conference acts as a catalyst for significant market initiatives, including the launch of our **Market Cities Program at the 2019 conference in London**, and the announcement of the **Market Cities Network at the 2023 Toronto conference**.

Program highlights:

- ✓ **Hands-on workshops and diverse panels** that feature best practices and case studies from around the world
- ✓ **Locally-organized tours and offsite workshops** showcasing vibrant market models and food systems
- ✓ **Inspiring plenary sessions** that highlight local and national leaders in leading public market innovations
- ✓ **Networking receptions** that bring together global public market leaders and public space advocates in unique local venues

Public Markets for Every City

This year, the conference takes place in Milwaukee, Wisconsin, with the theme of **Public Markets for Every City**, which serves as a powerful call to action for market leaders, placemakers, and policymakers worldwide to recognize and scale up the influence of public markets in shaping flourishing, inclusive urban spaces.

When cities of all sizes are facing the challenge of fostering equitable economic growth, inclusivity, and community cohesion, public markets emerge as a dynamic solution. Through collaboration and shared learning, this conference provides the opportunity for market leaders and stakeholders to collectively envision a future where public markets thrive in every city, regardless of population size.

About the Host City: Milwaukee

Milwaukee, Wisconsin, USA, is known for its dynamic markets scene, with a diverse array of markets reflective of the city's unique heritage and community spirit that have helped it earn its title as the Culinary Capital of the Midwest.

An integral part of this scene is our local co-host, the **Milwaukee Public Market**, recognized in 2024 by USA Today as the No. 1 Best Public Market in the United States. Celebrating its 20th anniversary in 2025, Milwaukee Public Market is a shining example of a beloved community hub. A cornerstone of the city, the Market features 19 vendors offering a mix of local produce, artisanal goods, and culinary delights. They also host weekly cooking classes, free public events, private gatherings, and outdoor activations that extend its impact into the neighborhood.

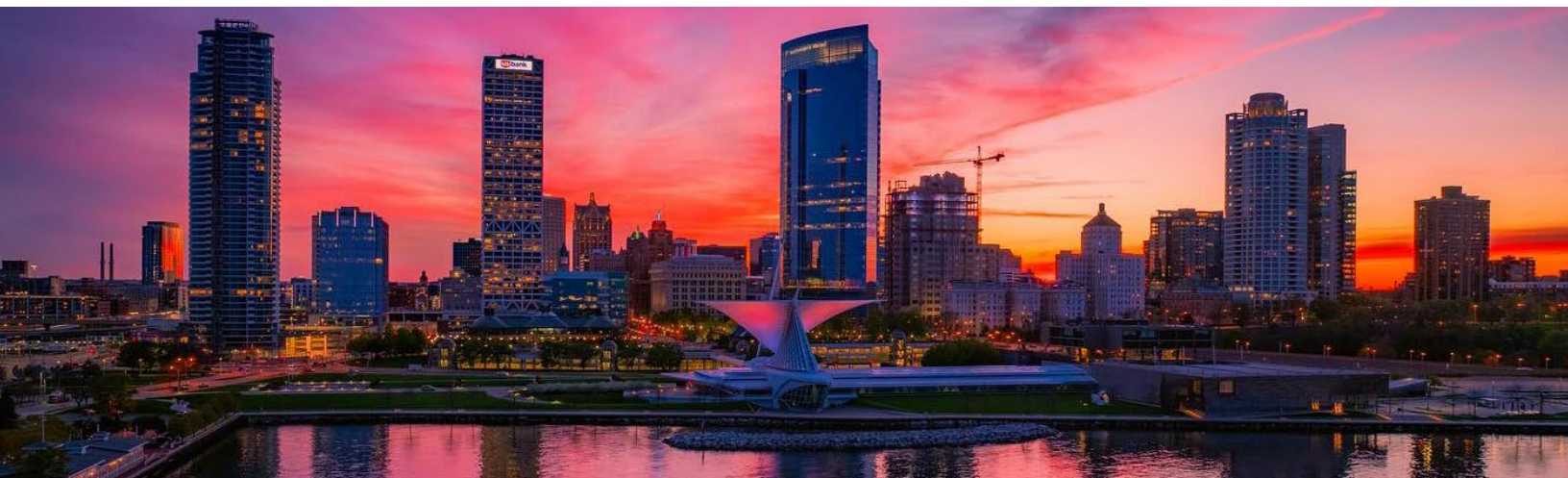
Hosting the 12th International Public Markets Conference in Milwaukee highlights the city's role as a leader in the public markets field and offers attendees an up-close view of its innovative approaches to market integration and urban development.

"We are delighted to have the International Public Markets Conference come to the great city of Milwaukee. We look forward to welcoming an international crowd and showcasing our outstanding placemaking initiatives, including our city's public markets, which have been key to driving our city's economic and community growth, making Milwaukee a flourishing place to live, work, and play."

— Milwaukee Mayor Cavalier Johnson



Photo credits: Nate Vomhof (top), Milwaukee Public Market (bottom left), West Allis (bottom right)



Sponsorship Impact & Reach

Online Audience & Reach

5.1m

social media impressions during the last Project for Public Spaces conference

**187k PPS +
110k MPM**

followers across social media

**35k PPS +
11k MPM**

newsletter followers

1.1m

page views on PPS.org in 2023

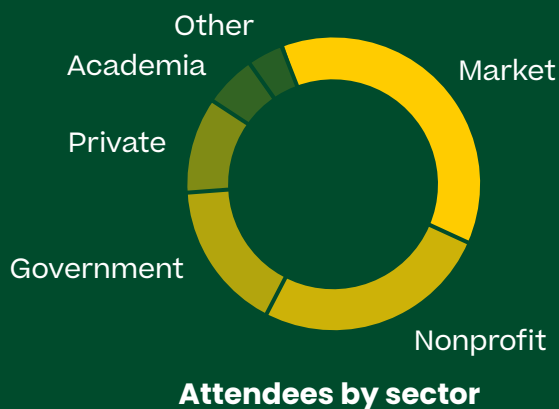
Sponsorship of the 12th International Public Markets Conference provides the unique opportunity to align your mission with a globally recognized event dedicated to the advancement and sustainability of public markets and food systems.

Your sponsorship will:

- ✓ **Create a more equitable event** by directly supporting local conference attendees through scholarships. At our last International Public Markets Conference, **9%** of all attendees received a conference scholarship to attend at a free or reduced rate.
- ✓ **Support inclusive economic growth in Milwaukee** by ensuring funds get into the hands of local organizations, vendors, and artists. In 2023, our 11th International Public Market Conference invested over **\$100K** in the Toronto Area Economy and brought 400 attendees to the city, boosting revenue at local hotels, restaurants, and attractions.
- ✓ **Connect you with a passionate global audience** of international public market leaders and public space advocates working at the intersection of inclusive economic development, health equity, and climate action.
- ✓ **Inspire attendees to transform markets into community destinations.** By the end of the conference, participants will have gained the knowledge and tools to advocate for inclusion, promote health, and address community needs.



Attendee Profile*



32 attendees received a scholarship worth \$12,000+



1 in 5 attendees is the executive or founder of their organization

*Data taken from 11th International Public Markets Conference in 2023

Sponsorship Opportunities

Please consider these packages as a starting point for discussion as we are happy to customize a sponsorship that meets the needs and goals of your organization. All levels and benefits are in US Dollars.

\$20k • Platinum

- 6 conference registrations
- 6 conference registrations donated as local scholarships
- 3 invitations to VIP networking reception
- Sponsor Spotlight in PPS Market Cities and Placemaking newsletters
- Promo item in tote bag for all attendees
- Speaking opportunity in plenary
- Feature in a Project for Public Spaces blog post
- Selection of **3** of the following benefits*
 - Sponsor of select mobile workshop or tour
 - Opportunity to host a meeting
 - **[LIMITED]** Sponsor of select reception
 - **[LIMITED]** Opportunity to table on select conference days and times.
 - **[LIMITED]** Logo on co-branded attendee lanyard or tote bag
- Leading media promotion from the Bronze package, plus individual slide in pre-plenary slideshow & exclusive shoutout on all social media platforms

\$10k • Gold

- 4 conference registrations
- 4 conference registrations donated as local scholarships
- 2 invitations to VIP networking reception
- Sponsor Spotlight in PPS Market Cities newsletter
- Promo item in tote bag for all attendees
- Selection of **2** of the following benefits*
 - Sponsor of select mobile workshop or tour
 - **[LIMITED]** Sponsor of select reception
 - **[LIMITED]** Opportunity to table on select conference days and times
- All media promotion included in the Bronze package

\$5k • Silver

- 2 conference registrations
- 2 conference registrations donated as a local scholarship
- 1 invitation to VIP networking reception
- Selection of **1** of the following benefits*
 - Sponsor of a select mobile workshop or tour
 - Sponsor of a coffee break
- Promo item in tote bag for all attendees
- Logo recognition on conference website, plenary slideshow, and program
- All media promotion included in Bronze package

\$2.5k • Bronze

- 1 conference registration
- 1 conference registration donated as a local scholarship
- Shout-out on PPS and MPM social media with sponsors of the same level
- Shout-out in PPS Market Cities newsletter and MPM newsletter
- Text recognition on conference website, plenary slideshow, and program
- Company logo on event app

**Includes signage and/or program recognition*

Conference Produced By

Project for Public Spaces

Celebrating its 50th anniversary in 2025, Project for Public Spaces has spent the past five decades bringing some of the most successful public places in the world to life. Today, we remain committed to putting community participation at the center of everything we do, from placemaking partnerships with corporations and foundations to our workshops, trainings, conferences, and more. Our interdisciplinary team has helped over 3,500 communities in 52 countries create inclusive places that change our society for the better. Together, we can build a world where every public space is community-powered. **Learn more at [PPS.org](https://pps.org).**

Co-Hosted By



MILWAUKEE PUBLIC MARKET

As Milwaukee's iconic food and event destination, the Milwaukee Public Market has been a vibrant community hub for locals and a must-visit experience for out-of-town guests for nearly two decades. Home to 19 independently owned vendors, the Market offers a diverse array of culinary options ranging from Wisconsin staples to a rich selection of ethnic cuisines and specialty grocery items. Serving as a cornerstone of the community, the Market not only hosts weekly cooking classes, free public events, and private gatherings within its walls but also extends its reach through outdoor activations and programming that enrich the Historic Third Ward neighborhood. **Learn more at milwaukeepublicmarket.org.**

Contact Us

We are committed to creating sponsorship packages that resonate with our sponsors' goals. If you would like to sponsor the event in a different way, please let us know, and we can tailor a package for you.

For additional information, please contact:

Jacob Cohen (jcohen@pps.org)