

2025 SPONSORSHIP OPPORTUNITIES



Where our Community Gathers Saturday Mornings - May 24 to Oct. 18

- Find us at the Waterdown Branch of the Royal Canadian Legion in the heart of Waterdown Village at 79 Hamilton St. N.
- We operate Saturdays 8 AM - 1 PM for 22 Market dates from May 24 - Oct. 18 2025
- Our Market features a diverse offering with approx. 30 vendors each week
- **An excellent opportunity to connect with 1,200+ market visitors avg./week**
- Live entertainment, including buskers and local performing art students, enhances the atmosphere at the Market and our weekly Kids' Corner, with engaging and educational children's activities, attracts local families
- **Ours is a well-promoted Market, with advertising via social media (7,000+ followers), an e-newsletter, and a website with 7500+ visitors - waterdownfarmersmarket.ca**
- The Market is operated by the Waterdown Village BIA - a non-profit organization dedicated to enhancing the vibrancy of our local area
- Join us in supporting the sustainability of our local agricultural sector



learn more:
waterdownfarmersmarket.ca

follow us:
[@waterdownfarmersmarket](https://www.instagram.com/waterdownfarmersmarket)

SPONSOR RECOGNITION



Presenting Partner - \$5,000 +HST or 2 Co-Presenting Partners - \$2,500 +HST each

Full Season - 22 Market Days

- Onsite signage - premium position for logo - entire season
- Logo and story in Farmers' Market e-newsletter
- Logo on front of Market crew T-shirts + 4 T-shirts for your team
- Social media posts and mentions throughout season
- Logo on Farmers' Market website + reciprocal website linkage
- Additional benefits and on-site presence to be discussed
- Acknowledgement in opening ceremony



Growing Season Sponsor - \$700 +HST

4 Market Days (dates listed on Growing Seasons page)

- Onsite signage - second tier position for logo - entire season
- Story on Farmers' Market social media & e-newsletter to kick off growing season
- Logo on back of Market crew T-shirts - plus 4 shirts for your team
- Logo on Farmers' Market website + reciprocal website linkage
- Acknowledgement in opening ceremony



Kids' Shop Day - \$700 +HST

1 Market Day - sponsor 100 kids to shop with \$5 of Market Bucks

- Logo on kids' market bucks distributed on your shop day
- Recognition on Farmers' Market social media and Farmers' Market e-newsletter
- Hand out Market bucks in-person (if desired)
- Logo on Kids' Shop Market Days page on the Farmers' Market website



Sponsorship Tent - \$300 +HST

1 Market Day

- (1) 10x10 tent and table setup
- Connect in-person with 1200+ Market visitors (avg. attendance)
- BRAND your tent space for visual impact
- Social media post
- Available in



Music or Engagement - \$250 +HST

Sponsor a musical act, guest speaker, or other type of engagement session

- Company name on presentation area signage
- 'Brought to you by' announcement from performance/presentation area
- Post or mention on FM social media & Farmers' Market e-newsletter

Sponsorship logo submission deadline for t-shirts and onsite signage: April 1st, 2025.

Sponsorship participation eligibility is at the discretion of Market Management.

GROWING SEASON DATES



LET'S GET SEEDY

May 31, Jun. 7, 14, 21

Focus on seedlings and early season greens, asparagus, rhubarb.



KEEP CALM & BERRY ON

Jun. 28, Jul. 5, 12, 19

Berries and other early season fruits arrive at Market



SPICE IT UP

Jul. 26, Aug. 2, 9, 16

Focus on flavour-makers like fresh herbs and spices, garlic and onions



RED 'EM & REAP

Aug. 23, 30, Sept. 6, 13

Get saucy with nightshade varieties - tomatoes, eggplant, peppers, etc.



FEAST ON FALL

Sept. 20, 27, Oct. 4, 11

Harvest time - Squash, root veggies and more 'turnip' at Market