



Waterdown Farmers' Market Sponsor Tent Application

Attention Local Businesses:

Support our local Farmers' Market, promote your business, reach new customers and build a local following. Each week of the Waterdown Farmers' Market season, there is one Sponsorship Tent available for local business organizations to lease.

Sponsorship Benefits:

- **A large number of local shoppers** visit the Waterdown Farmers' Market each Saturday (on average 800+ adults)
- **Exclusivity** – only one sponsor per Saturday will be scheduled
- **Exposure** – the Sponsor's tent is located in a high traffic area
- A chance to **promote your business/service** with handouts and samples (selling of goods or services is not permitted unless specific criteria are met and approved by the Market Committee)
- **Additional promotion** - the Farmers' Market is promoted on the Waterdown BIA's website, the Waterdown Farmers' Market website, as well as through our social media websites including Facebook, Twitter and Instagram

Sponsorship Tent Details

- The Waterdown Farmers' Market takes place every Saturday from the end of May until mid-October in the front parking lot of the Waterdown Legion, 79 Hamilton St. N.
- Your sponsorship fee includes a 10' by 10' tent, an 8' table and two chairs, which are provided and set up by market staff
- Sponsors are encouraged to use interesting and visual displays (banners, signs, promotional material, etc.) to merchandise their business
- Sponsors should be ready to receive customer inquiries by 8:00 am & stay until Market closes at 1:00 pm.

Sponsorship Fees

Rental fee for one Saturday:

- \$275 plus HST for non-Waterdown BIA members
- As a benefit of membership, the sponsorship tent is available to Waterdown BIA members for promotional purposes at no charge. Should member have a product they wish to sell, that fits criteria as determined by Market management, member will pay the regular \$40 occasional vendor fee.
- The sponsorship tent is offered on a first come/first serve basis, limited to once/season unless there are unfilled vacancies.

Apply Please fill in the information as requested below:

Company Name:	Contact Name:
Best Email to reach you:	Best Phone #:
Name of person(s) who will be in Sponsor's tent:	Your website/Facebook or other social media:
Date(s) of Saturday(s) Requested:	

The focus of Sponsorship tents should be on promoting local businesses. The Farmers' Market Committee may consider allowing sponsors to sell products that are complementary to vendor offerings if they do not duplicate or compete with vendor offerings. Higher consideration will be given to products or services that support the ecological, sustainable focus of the market and support local farmers and suppliers.

If making a Special Request to Sell Goods or Services:

Please describe what you would like to sell:	
What is the price point for your product?	
Please describe proposed method of payment for your product (cash only, credit, etc.)	
How does your product complement the Farmers' Market mandate and offerings?	
Any additional details that show how your product or services support agriculture, sustainability or local purchasing priorities?	

Decisions on special requests are at the discretion of the Waterdown BIA and the Farmers' Market Committee.

Changes to the market policies and application form are at the discretion of the Market Manager and the Waterdown BIA and will be communicated to any sponsors affected.