

2023 Sponsorship Opportunities

Where Community Gathers Saturday Mornings - May 27 to Oct. 14

- 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 21 Market dates from May 27 - Oct. 14, 2023
- Our Market features a diverse offering with more than 20 vendors each week
- **An excellent opportunity to connect with 1,000+ visitors each 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 print media, social media (6,000+ followers), a weekly e-newsletter, and an active website - waterdownfarmersmarket.ca**
- Join us in supporting the sustainability of our local agricultural sector





Become a Sponsor



Presenting Partner - \$5,000 +HST *

21 Market Days

- Onsite signage - premium position for logo - entire season
- Logo in opening day print ad + story in Farmers' Market e-newsletter
- Logo on Market crew T-shirts for entire season + 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



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 growing season crew T-shirts - plus 4 shirts for your team
- Logo on Farmers' Market website + reciprocal website linkage



Sponsorship Tent - \$300 +HST *

1 Market Day

- (1) 10x10 tent and table setup
- Connect with 1000+ Market visitors (avg. attendance)
- BRAND your tent space for visual impact
- Social media post + Farmers' Market e-newsletter mention
- FREE to Waterdown BIA businesses 1x per year



Kids' Shop Add-On - \$500 +HST *

1 Market Day - sponsor 100 kids to shop with \$5 of Market Bucks to kick-off your growing season or as add-on to your sponsorship tent

- 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



Music or Engagement - \$250 +HST *

Sponsor a musical act or guest speaker

- 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

Sponsors who sign up by Opening Day will be recognized in opening ceremony.

Sponsorship logo submission deadline for t-shirts and print media: April 1st, 2023.

waterdownfarmersmarket.ca

@waterdownfarmersmarket



Growing Seasons and Events

Let's Get Seedy

May 27,
Jun. 3, 10 & 17



- Opening Day - Sponsor Recognition
- Live Entertainment & Presentations
- Seedlings and early season crops
- Flamborough Horticultural Society Annual Plant Sale

Keep Calm & Berry On

Jun. 24,
Jul. 1, 8 & 15



- Berries and other early season fruits arrive!
- July 1st Canada Day Celebration
- Flower Week July 15 - focus on flowers and pollination

Spice It Up

Jul. 22 & 29,
Aug. 5 & 12



- Focus on flavour-makers like fresh herbs and spices, garlic and onions
- Sustainable Saturday - vendor information on sustainable farming, how to compost at home, zero waste initiatives

Red 'Em & Reap

Aug. 19 & 26,
Sept. 2 & 9



- Get saucy with select nightshade varieties ripe off the vine - tomatoes, eggplant, peppers, etc.
- Corn roast date TBD
- Soup-er Saturday - learn how to incorporate market items into soup, recipe ideas

Feast on Fall

Sept. 16, 23 &
30, Oct. 7



- Squash, root vegetables, and more 'turnip' at Market
- Organic Week September 23
- Thanksgiving weekend
- Bonus 'Stock Up Saturday' - October 14th