2025 SPONSORSHIP OPPORTUNITIES

WATERDOWN VILLAGE.CA
FARMERS' market

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

SPONSOR RECOGNITION

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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

ONLY ONE GROWING SEASON REMAINING!



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 FREE once per season to Waterdown BIA Members



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

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RESERVED

LET'S GET SEEDY
May 31, Jun. 7, 14, 21

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

RESERVED

KEEP CALM & BERRY ON
Jun. 28, Jul. 5, 12, 19

Berries and other early season fruits arrive at Market

AVAILABLE

SPICE IT UP
Jul. 26, Aug. 2, 9, 16

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

RESERVED

RED 'EM & REAP
Aug. 23, 30, Sept. 6, 13

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

RESERVED

FEAST ON FALL
Sept. 20, 27, Oct. 4, 11

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