2026 Sponsorship Opportunities

WATERDOWN VILLAGE.CA
FARMERS' market

Where our Community Connects
Saturday Mornings - May 23rd to Oct. 17th

About the Market

The Waterdown Farmers' Market is a vibrant weekly gathering in the heart of Waterdown Village, welcoming an average of 1,500 visitors each week. With 30+ local vendors, live entertainment, and family-friendly programming, the Market is a cornerstone of community life and local food culture.

Operated by the Waterdown Village BIA, a non-profit organization dedicated to enhancing the vibrancy of our local area, the Market provides a welcoming platform for local farmers, producers, and makers. Sponsorship support helps keep vendor costs accessible while strengthening our local food system and agricultural sector.

Promotion & Reach

- 8,000+ engaged social media followers
- Weekly e-newsletter during the market season
- 10,000+ annual website visitors
- Strong on-site brand visibility
- Opportunities to engage in-person







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

- Premium on-site logo placement for the full season
- Feature logo and brand story in the Farmers' Market e-newsletter
- Logo on the front of Market crew t-shirts, plus four (4) shirts for your team
- Ongoing social media posts and sponsor mentions throughout the season
- Logo placement on the Farmers' Market website with reciprocal website link
- Acknowledgement during the Market opening ceremony
- Additional on-site presence and engagement opportunities (to be discussed)



Growing Season Sponsor - $700 +HST

4 Market Days (dates listed on Growing Seasons page)

- Second-tier logo placement on on-site signage for the full season
- Sponsor spotlight story on social media and in the e-newsletter to kick off your growing season
- Logo on the back of Market crew t-shirts, plus four (4) shirts for your team
- Logo placement on the Farmers' Market website with reciprocal website link
- Acknowledgement during the Market opening ceremony



Kids' Shop Day - $700 +HST

1 Market Day - Support our youngest shoppers by sponsoring 100 children to shop the Market with $5 Market Bucks each

- Logo featured on Kids' Market Bucks distributed on your sponsored day
- Recognition on Farmers' Market social media and in the e-newsletter
- Opportunity to hand out Market Bucks in person (optional - tent provided)
- Logo placement on the Kids' Shop Day page of the Farmers' Market website



Sponsorship Tent - $300 +HST

1 Market Day - Engage directly with Market visitors and showcase your brand on-site

- One (1) 10' x 10' tent and table provided (or bring your own)
- Face-to-face engagement with approximately 1,500 Market visitors
- Opportunity to fully brand your tent space for maximum visual impact
- One social media post recognizing your participation



Music or Engagement - $250 +HST

Sponsor live music, a guest speaker, or a community engagement activity that enhances the Market atmosphere

- Company name on presentation-area signage
- "Brought to you by" announcement from the performance or presentation area
- Recognition in one social media post or e-newsletter mention

Sponsorship logo submission deadline for t-shirts and onsite signage: April 15th. 2026.

Sponsorship participation eligibility is at the discretion of Market Management.

Growing Season Dates

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Let's Get Growing
May 30, Jun. 6, 13, 20

Seedlings and early greens, asparagus, & rhubarb



Berry Sweet
Jun. 27, Jul. 4, 11, 18

Berries & other early season fruits arrive at market



Taste Makers
Jul. 25, Aug. 1, 8, 15

Fresh herbs, spices, garlic, & onions



Get Saucy
Aug. 22, 29, Sept. 5, 12

Tomatoes, peppers, eggplant, & other nightshades



Diggin' Roots
Sept. 19, 26, Oct. 3, 10

Squash, root vegetables, & harvest favourites