

VANCOUVER FARMERS MARKETS

2021-22 SPONSORSHIP PACKAGE



ABOUT VFM

Vancouver Farmers Markets (VFM) is one of Canada's leading farmers market organizations with eight weekly markets, 470,000 shoppers per year and 280 small BC farmers, food producers and artisan craft makers helping keep over 4,000 acres of local farmland in sustainable food production each year.

VFM DURING COVID-19

Vancouver Farmers Markets have remained open as essential services to the public throughout the COVID-19 pandemic, providing vital food access to the community.

More than 280 BC farms and producers rely on Vancouver Farmers Markets for their livelihoods, making it more crucial than ever to support our operations at this time

By becoming a VFM sponsor, you'll support us as we continue to build safe and vibrant markets for Vancouver and help to keep BC farms in production.



Saturdays

Riley Park
30th & Ontario
Year Round
10am - 2pm

Trout Lake
Lakewood Dr & E13th Ave
May 2 - Oct 24
9am - 2pm

West End
1100 Comox St
May 23 - Oct 24
9am - 2pm

Sundays

Kitsilano
W10th Ave & Larch
May 3 - Oct 25
9:30am - 2:30pm

Mount Pleasant
Dude Chilling Park
May 24 - Oct 25
10am - 2pm

Hastings Park (winter)
PNE Fairgrounds
Nov 7 - Apr 25
10am - 2pm

Wednesdays

Main St Station
1100 Station St
Jun 23 - Oct 7
2pm - 6pm



OUR REACH

470,000 shoppers/ year

1,000 - 5,000 shoppers/market

39,000 Instagram followers

22,200 Facebook followers

17,000 Twitter followers

3,400 newsletter subscribers

140,000 eatlocal.org page views annually

OUR SHOPPERS

40%
shop at the
markets weekly

51%
have a household
income of \$75K+
21% have a household
income of \$125+

63%
are university
educated

Gender
Female: 65%
Male: 33%
Non-Binary: 2%

Age
25-34: 25%
35-44: 25%
45-54: 18%
55-64: 20%
65+: 14%

84%
prioritize healthy,
local & organic
products

SPONSORSHIP OPPORTUNITIES

Annual Market Sponsor

This level of sponsorship gives you maximum exposure and impact at all our markets all year long. This package offers you:

- **Logo placement:**
 - prominent spot on our eatlocal.org homepage
 - our seasonal market poster
 - our weekly newsletter
 - all 8 of our individual neighbourhood market pages on our website
 - prominently displayed market signage at all 8 neighbourhood markets
 - Sponsorship page on our website
- **Opportunity to appear at one market per month per location**
- **Opportunity to hang company banner at each of our 8 market locations for the season**

SPONSORSHIP OPPORTUNITIES

Market Season Sponsor

This level of sponsorship allows you to target the neighbourhood market most suited to your business, giving you strategic exposure, increasing your presence in a specific community. This package offers you:

- Logo placement:
 - specific market page on our website
 - prominently displayed on specific market signage
 - Sponsorship page on our website
- Opportunity to hang company banner on market day
- Opportunity to appear once per month at the market

SPONSORSHIP OPPORTUNITIES

Market Day Sponsor

This level of sponsorship is great way to promote new businesses, products, and initiatives at the markets. This package offers you:

- Logo placement on the Sponsorship page of our website
- Opportunity to appear at the markets

Customize Your Sponsorship

We are happy to work with businesses to build a customized sponsorship to help reach your goals. Options can include the following:

- Promotion of sponsor-related activities in our newsletter and social media channels
- Logo placement on market signage, print materials and website
- Opportunity for content inclusion on our blog

Interested in finding out more about our sponsorship opportunities?

Please Contact
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