

VANCOUVER FARMERS MARKETS

2021-22 SPONSORSHIP PACKAGE



West End
Saturdays
9am-2pm

Hastings Park
Sundays
10am-2pm

Main St. Station
Wednesdays
2pm-6pm

E. Hastings

Mt. Pleasant
Sundays
10am-2pm

Commercial Dr.

Kitsilano
Sundays
10am-2pm

W. Broadway

E. Broadway

Cambie St.

Riley Park
Saturdays
10am-2pm

King Edward Ave.

Trout Lake
Saturdays
9am-2pm

Victoria Dr.

Meet VANCOUVER FARMERS MARKETS

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.



OUR MARKETS

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

DOWNTOWN

W Georgia & Hornby St
Jun 2 - Oct 7
2pm - 6pm

Thursdays

FALSE CREEK

Concord Community Park
Jun 3 - Oct 8
2pm - 6pm

OUR REACH



7 SUMMER MARKETS
2 WINTER MARKETS



1,000-4,000
SHOPPERS/MARKET
WEEKLY



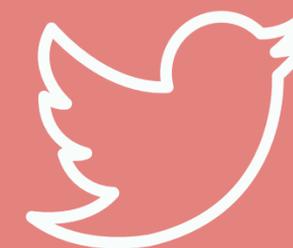
3,400 NEWSLETTER
SUBSCRIBERS



41.5K INSTAGRAM
FOLLOWERS



22.5K FACEBOOK
FOLLOWERS



37K TWITTER
FOLLOWERS

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

OUR SPONSORS

Our sponsors and community partners provide funding that pays for equipment purchases, operational expenses, and new market research and start up. Sponsorship dollars also helps us facilitate special programs like the Fresh to Families Project.

Your sponsorship will support us as we continue to build successful, vibrant markets for Vancouver, which help keep BC farms in production.



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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