



Sponsorship Proposal

2024

VANCOUVER FARMERS MARKETS

Creating vibrant and welcoming markets that build community, feed people, and support small farms and producers.

Contact

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**Vancouver
Farmers Markets**

Introduction

Established in 1995 as a non-profit society in British Columbia, Vancouver Farmers Markets has grown into one of the largest and most vibrant farmers market organizations in Canada. We host nine weekly markets, and in 2022 served nearly 500,000 customers and facilitated over \$13.6 million in sales for local farmers and producers, a nearly 12% increase over sales in 2021.

We are honoured to operate on the traditional, ancestral, and unceded territories of the xʷməθkʷəy̓əm (Musqueam), Skwxwú7mesh (Squamish), and sə́l ilwətaʔ / sə́l íl witulh (TsleilWaututh) Nations, and we are committed to promoting sustainable food production and supporting our community's economic growth.

We operate year-round, with seven weekly summer markets and two weekly winter markets in neighbourhoods across Vancouver. Our farmers and vendors offer an extensive array of fresh produce including fruits and vegetables, meat, dairy, poultry, sustainable seafood, artisanal food products, crafts, wild-harvested foods, hot foods, craft beer, spirits, coffee and beverages.



Why Partner with Farmers Markets?

Each year, Vancouver Farmers Markets invites interest from partners to create an intimate and like-minded group of brands that value local food, sustainability, and healthy communities.

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

We express immense gratitude towards our market partners as they play a crucial role in assisting us with covering expenses for vendors. In doing so, they provide support to small local businesses, many of whom rely on Vancouver Farmers Markets as their primary source of income.

We provide progressive companies and organizations with a distinctive and innovative platform to showcase their dedication to sustainable and healthy communities by contributing to the hosting of lively and inclusive markets.



Vision

Our vision is a resilient local food network that values people and the land.



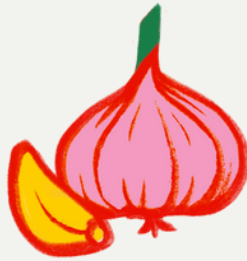
Mission

To make our vision a reality we create vibrant and welcoming markets that build community, feed people, and support small farms and producers

Our Markets



Trout Lake
Farmers Market



Riley Park Summer
Farmers Market



Mount Pleasant
Farmers Market



Kitsilano
Farmers Market



False Creek
Farmers Market



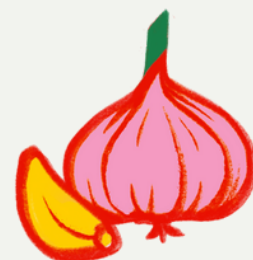
Downtown
Farmers Market



West End
Farmers Market



Hastings Park Winter
Farmers Market



Riley Park Winter
Farmers Market



About The Farmers Markets

Vancouver Farmers Markets proudly operates year-round and across the city, with seven summer weekly markets and two winter weekly markets. Two of our markets are on Vancouver's West Side, four are on the East Side, and two are downtown. Six locations operate on the weekend and two operate during the week.

Vancouver Farmers Markets has grown exponentially in the last decade, from annual sales to farmers and producers of \$3.7 million in 2009 to almost \$14 million in 2022. In direct and indirect sales, the Vancouver Farmers Markets contributed \$19.5m in 2022 to the Vancouver municipal and larger BC economy.

Reach out to Monika at monika@eatlocal.org for market specific statistics and shoppers' demographics.



Highlights

5 out of the 7 summer markets saw a minimum of 10% YoY increase in the season sales.

On an average, 50% of our shoppers at the markets are regular and returning shoppers.

The average \$ value spent by shoppers at our markets is evenly spread out for potential sponsors to be able to bring focus for reaching out their target audience sets.

Benefits for Sponsor



Sponsorship plays a vital role in the success and sustainability of Vancouver Farmers Markets. With the support of sponsors, Vancouver Farmers Markets can continue to thrive, benefiting both the vendors and the community as a whole.

Connect with Farmers Markets Community

Our average shopper count per week has seen an increase for all our markets in 2023. Market sponsors get to set up activation stall at the markets that they sponsor.

Collaborate on Social Media

Vancouver Farmers Markets is not just proud of it's highly loyal shoppers' base at markets but also for its social media following, totalling to over 75,000 across all platforms. We love to collaborate with our Sponsors over social media.

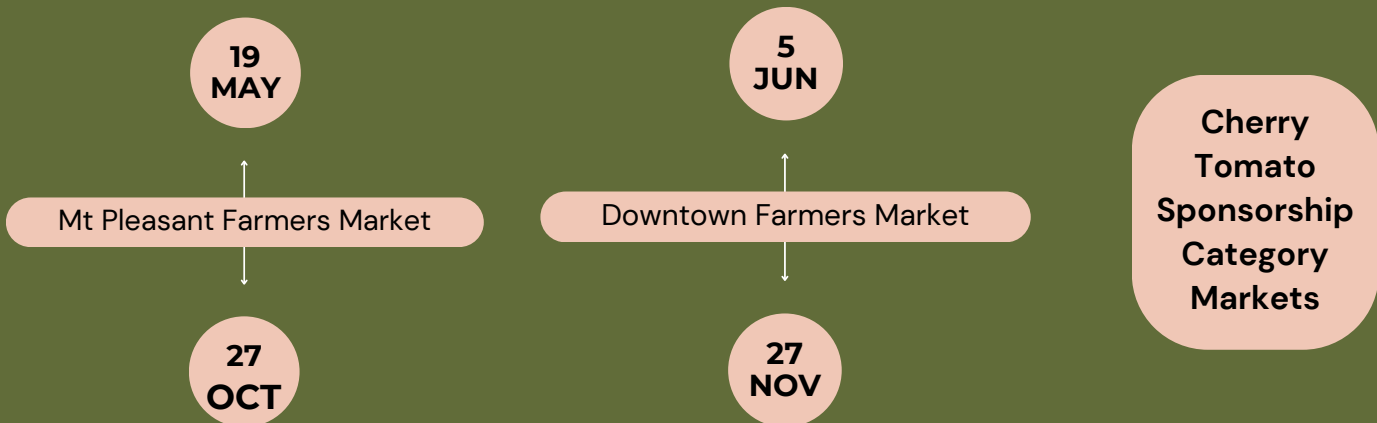
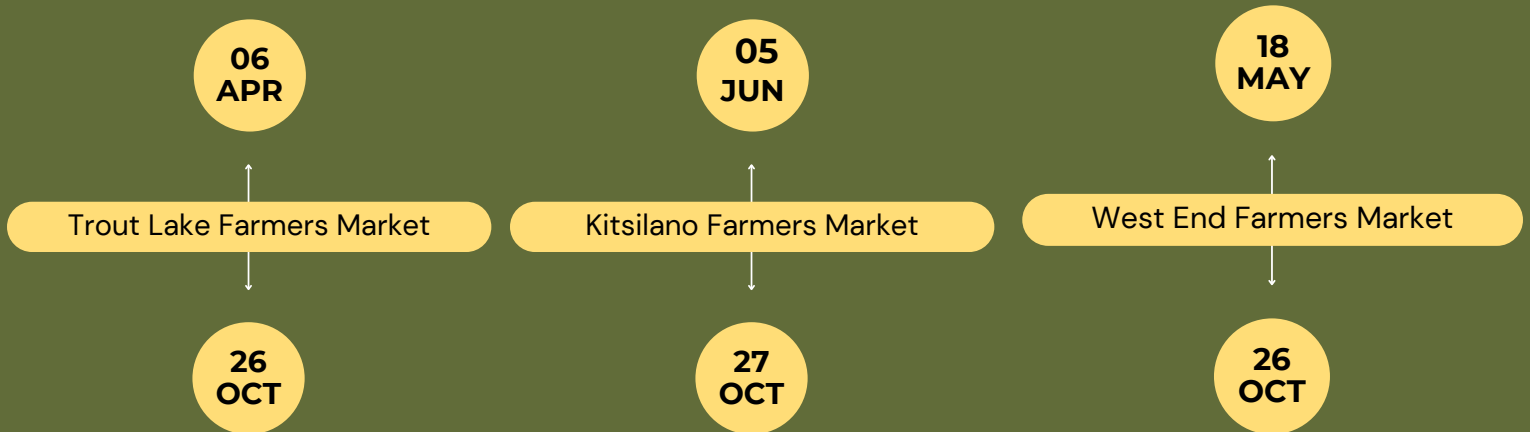
Email Marketing

Our email marketing lists together add up to almost 7,000 however what is worth noting is our average open and click through rates, that are upwards of 30%. We love to feature our sponsors in the newsletters.

Summer Markets Schedule



Beefsteak Sponsorship Category Markets



Sponsorship Package



Brandywine

Season Sponsor – Access to all our markets via market activations and our online channels.

Banner on Website

Markets Activation

Email Marketing – 4 features

Social Media Collaboration

Exclusive Blogs

\$25,000



Beefsteak

Market Sponsor – Access to the sponsored market and our online channels

Logo on Website

Market Activation

Email Marketing – 2 features

Social Media Collaboration

\$15,000

Sponsorship Package



Heirloom

Market Sponsor – Access to the sponsored market and our online channels

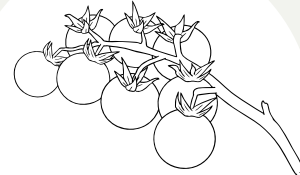
Logo on Website

Markets Activation

Email Marketing – 1 feature

Social Media Collaboration

\$10,000



Cherry Tomato

Market Sponsor – Access to the sponsored market and our online channels

Logo on Website

Market Activation

Social Media Collaboration

\$5,000

Sponsorship Package



Activation

Market Activation – Access to our weekend markets and our newsletter

Markets Activation

Email Marketing – 1 feature

\$1,000



Activation

Market Activation – Access to our midweek markets and our newsletter

Market Activation

Email Marketing – 1 feature

\$500



**Thank you! We look
forward to having you
at the Vancouver
Farmers Markets!**

Contact

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