



Sponsorship Proposal

2025

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 2023 served nearly 669,000 customers and facilitated over \$15.8 million in sales for local farmers and producers, a nearly 11.5% increase over sales in 2022.

We are honoured to operate on the traditional, ancestral, and unceded territories of the xʷməθkʷəy̓əm (Musqueam), Skwxwú7mesh (Squamish), and sə́l ilwətaʔt / 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



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 \$16 million in 2023. In direct and indirect sales, the Vancouver Farmers Markets contributed \$24m in 2023 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.

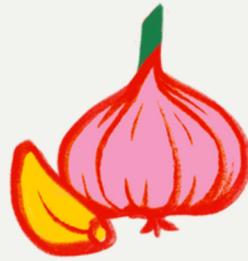
On an average, 50% of our shoppers at the markets are regular and returning shoppers.

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.

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

Season Schedule



Apr
TO
Oct



Nov
TO
Apr

Summer Market Season 2025

Summer Markets start as early as April and go on till October

During summer months, we operate seven markets – five over the weekends and two during midweek. Our summer markets over weekends are: Trout Lake, Riley Park and West End on Saturdays; Mount Pleasant and Kitsilano on Sundays. The midweek markets are Downtown on Wednesdays and False Creek on Thursdays.

Winter Market Season 2025-26

Winter Markets start in November and go on till April of the following year

During winter months, we operate two core winter markets – Riley Park, which is an extension of the summer market, however becomes a much bigger footprint during winter months with over 80 vendors, on Saturdays and in 2024, Kitsilano Winter was launched for Sundays. Our Downtown market is a bit of hybrid that goes on till end of December.

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 2024. 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.

Category: Season Sponsor



Season Sponsor

**Access to all our markets via
market activations and our
online channels**

Banner on Website + all
season Markets

Market Activations at all
Season markets

Email Marketing - monthly
features through the season

Social Media Collaboration - Two
exclusive collab reels and posts

Exclusive Blog Posts on
Website

\$15,000

Category: Market Sponsor



Market Sponsor

Market Sponsor - Access to the sponsored market via market activations and our online channels

Logo on Website + Banner at sponsored Market

Monthly Market Activation at sponsored Market

Email Marketing - Two features through the season

Social Media Collaboration - One exclusive collab reel

\$10,000

Category: Sponsor



Sponsor

Sponsor - Access to select market dates for activation and our online channels

Logo on Website + on VFM Market Banner

Two Markets Activation through the season

Email Marketing - One feature through the season

Social Media Collaboration - One exclusive collab post

\$5,000

Market Activations



Weekend Markets

Market Activation - Access to our weekend markets and our newsletter

Markets Activation

Email Marketing - 1 feature

\$1,000



Midweek Markets

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!

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