



Sponsorship Proposal

2025 - 2026

VANCOUVER FARMERS MARKETS

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

Contact

Website www.eatlocal.org
Email monika@eatlocal.org



**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 operate [nine weekly markets](#) – with seven weekly summer markets and two weekly winter markets in neighbourhoods across Vancouver.

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.

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.

We are committed to giving back to our community by helping lower-income families, refugees and seniors access fresh and healthy food from our vendors through our [Fresh to Families Program](#).



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. During summer months, five locations operate on the weekend and two operate midweek. During winter months, two markets operate over weekends, and one of the midweek market goes on till December.

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 Season Schedule



Apr
TO
Oct



Summer Market Season

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 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. Downtown market for the last few years has had a longer season going upto December.

Nov
TO
Apr

Winter Market Season

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.

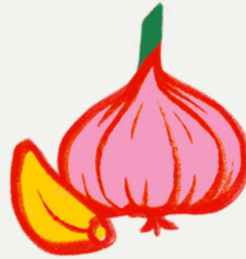
Our Summer Markets



Saturdays



Trout Lake
Farmers Market
9am – 2pm



Riley Park Summer
Farmers Market
10am – 2pm



West End
Farmers Market
9am – 2pm

Sundays



Kitsilano
Farmers Market
10am – 2pm



Mount Pleasant
Farmers Market
10am – 2pm

Midweek



Downtown
Farmers Market
2pm – 6pm



False Creek
Farmers Market
3pm – 7pm

Our Winter Markets



Saturdays



Riley Park Winter

Farmers Market

10am – 2pm

Sundays



Kitsilano Winter

Farmers Market

10am – 2pm

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 over the years. Market sponsors get to set up activation stall at the markets that they sponsor and communicate with our shoppers.

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.

Sponsorship Categories



We offer multiple sponsorship categories to fit the needs of each market, and each sponsor type.

SEASON SPONSOR

Be an all season sponsor and showcase your presence at all our markets of the season. While summer markets offer 7 market opportunities, winters bring the focus of 2 markets and sharper attention.

MARKET SPONSOR

Each of the markets operated by VFM is a unique opportunity, with diverse set of audience, distinct vendor mix, shopping patterns, and of course location! So pick your market of choice and sponsor it to reach your target audience.

MARKET ACTIVATIONS

For sponsors who are not ready for a full season or complete market sponsorship, this is an efficient opportunity to test a market or engage with a market audience for a few dates each season.

Category: Season Sponsor



Season Sponsor

Access to all our markets of the season via market activations and our multiple online channels

- Sponsor Banner (8' X 3') at all season Markets
- Sponsor logo on one A-frame sign per market
- Banner on our website – Sponsorship page
- Up to 2 per market across all markets of the season
- Newsletter features – to go along with each confirmed market activation date
- Newsletter feature – one dedicated feature during the season
- Social media collab – Two exclusive collab posts/reel
- Story posting along with each market activation
- Exclusive blog posts – 2 through the season on the website

Summer Season:
\$25,000

Winter Season:
\$15,000

Category: Market Sponsor



Market Sponsor

Access to the sponsored market via market activations and our online channels

- Sponsor Banner (8' X 3') at the sponsored market
- Sponsor logo on one A-frame sign at the sponsored market
- Logo on our website – Sponsorship page
- Market activation – once per month at the sponsored market
- Newsletter features – to go along with each confirmed market activation date
- Story posting along with each market activation
- Exclusive blog posts – 1 through the season on the website

\$5,000 - \$10,000

Connect with Monika for more details

Category: Market Activation



Market Activation

Access to the market for selected date via market activation

- Logo on our website – Sponsorship page
- Market activation – for selected date the chosen market
- Newsletter feature along with each market activation

\$500 - \$1,000

Connect with Monika for more details

Special Category: Digital Sponsorship



Digital Sponsorship

Outreach via email marketing and/or social media

- Dedicated emailer or feature in a regular mailer to our audience
- Social media collaboration
- Customised options also available

Connect with Monika for more details



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

Contact

Website www.eatlocal.org
Email monika@eatlocal.org

**Scan to fill out the
inquiry form**

