



Esquimalt
Farmers
Market

**2024
SPONSORSHIP
OPPORTUNITY**



Event Overview

The Esquimalt Farmers Market (EFM) began as a grassroots neighborhood project in 2014 and has since been recognized as the Best Large Farmers Market in BC three of the last nine years. In our 9th season, we continued with the operation of our Thursday Market, which ran from April until December, and our Monday Market from June- September, plus our annual Holiday Market. We hosted an average of 80 vendors per week, during the Summer, with twice nightly live musical performances and thousands of weekly attendees.



EFM exists to provide a marketplace that serves as a community gathering point for relationship-building, access to healthy local food, and equitable sustainability in Esquimalt.

Our sponsors play a vital role in the success and capacity building of our market each year. Sponsors support ongoing operations, mentorship and knowledge-sharing opportunities, volunteer appreciation programs, special events, and our commitment to increase just & equitable access to the marketplace.



Our organization continues to grow and thrive thanks to the overwhelming support we've received from our association, sponsors, vendors, volunteers, and market-goers.

We invite your business to join us in making our 10th season another success!

Community Involvement

Sponsoring EFM is an opportunity to engage with your surrounding community and demonstrate your commitment to a local, connected, and sustainable Esquimalt.

Media Recognition

EFM is a growing event with wide recognition across BC and the South Island. Our ongoing engagement across mainstream and accessible media channels brings positive attention to EFM sponsors.

Corporate and Social Responsibility

Be seen and trusted for your commitment to sustainability, the local economy, food security, and community wellness.

Measurable Sustainability Impact

Be a part of EFM's commitment to operate as a low-waste market and the support we offer to over 100 local businesses to do the same.

Participant Connection and Loyalty

EFM is consists of a passionate support network of community who recognize and appreciate corporate sponsorship initiatives that align with their values.



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Sponsorship Benefits

Sponsorship Level

Benefits

Root	Blossom	Leaf	Sprout
\$1200+	\$750	\$500	\$150

Logo on Website
(sponsors page)



Logo on our 2024
Season Poster



Logo Displayed on
our Sponsors Banner **



Independent Feature in
our Newsletter *



Tent Space
at EFM ***



*Content must be provided.

**To ensure that your logo is on the 2024 printed materials, sponsorship must be confirmed by February 28th, 2024.

***Sponsors will be eligible for tent space for a maximum of two Market Dates per season. As space allows.

At least 50% of the sponsorship must be cash to receive all above mentioned benefits.



For More Information, Contact:

Melanie Langdon-Wilkins
Executive Director
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Sponsorship Opportunities

MARKET-WIDE SPONSORSHIP

One of the most beneficial types of funding for the Market Society is sponsorship without a specific designation. They allow us to use funds wherever they are most needed, either for a program without sufficient funding or towards operational costs such as advertising, equipment, compost collection fees, accounting costs etc.

ON-SITE SPONSORSHIP We have both a bustling and lively online and in person community just waiting to showcase your business!

Live Music Tent

We feature free twice-nightly musical performances all summer long. Sponsor our Live Music tent and display your branded signage (or tent) for visibility and gain adoration from 1500 to 2500 customers per market. Music sponsorships are \$150 per market date* (exclusive season sponsorships also available) and include acknowledgement in our "Market Day" stories on social media.

*Multiple sponsored dates must be consecutive and at one location.

Emerging Vendor Tent

Sponsor our Emerging vendor tent and support new businesses with their vendor fees, tent or table rental costs and more! Sponsorship starts at \$500 for one vendor. Emerging vendor sponsors receive recognition in our social posts promoting the emerging vendors and will have their company banner displayed in the emerging vendor tent.



We also have online and at-market opportunities to advertise with us. If you have another idea for an in-kind or similar sponsorship, please reach out. We would love to hear from you.

Sponsorship Opportunities continued...

PROGRAM SPONSORSHIP



Volunteer Appreciation Program

In 2023, a small yet dedicated group of volunteers made everything EFM possible. We are incredibly grateful for the ways they consistently bring joy, creativity, and enthusiasm to our weekly operations. We couldn't do it without them. We are looking to greatly expand our volunteer base in 2024. We are seeking \$1200 to run this program.

In addition to the acknowledgements listed on page 4, '**Volunteer Appreciation Program**' sponsors will receive specific recognition on all of our volunteer communications. This includes our website volunteer page, and social media posts seeking or celebrating volunteers, and in our annual review documents.

Membership Incentive Program

EFM Society Memberships are one of the many ways that we encourage the community to participate in supporting the market. A annual \$30 fee entitles our members to a 10% discount on EFM merchandise and a vote at the Society AGM. In 2023 we were able to grow our membership by over 600% by adding perceived value through a sponsored "limited edition" tote bag and a "Free Burger" coupon. In 2024 we are hoping to surpass last year's membership totals. We are seeking sponsors to cover the cost of 100 tote bags or other merchandise, and/or to offer exclusive discounts or incentives to our society members.

In addition to the acknowledgements listed on page 4, '**Membership Incentive**' sponsors will receive specific recognition on all of our membership communications. This includes our website membership page, all social media posts seeking members, and in our annual review documents.

Coupons For Low Income Families

At EFM we believe that building sustainable communities requires an ongoing commitment to increase just and equitable access to our marketplace. Coupon Program sponsors help us to increase coupon distribution amongst low-income families.

In addition to the acknowledgements listed on page 4, '**Coupons for low-income families**' sponsors will receive specific recognition on related promotions on our social media, newsletter, and annual review documents.





We Look
Forward to
Working with
you!



esquimaltmarket.com

