



# WFM Sponsorship Program

The Vision of the Wolfville Farmers' Market is to better the health and vibrancy of our community; and in that spirit we wanted to reach out to like-minded businesses seeking to contribute to their community while gaining exposure and recognition at the Market.

The Wolfville Farmers' Market is one of the most consistently busy and well attended events in Kings County. We have built a multi-platform community outreach network that reaches thousands each week at our weekly market, store and online delivery service, through our e-news, websites and social media platforms on Facebook, Instagram and Twitter. We know our community is active and engaged. We are offering that opportunity to businesses who wish to reach that audience and share our values of community and supporting local.

As an organization that cares intrinsically about its community, we have always developed accessible community programming as part of our Market. We are hoping to improve our programming in a way that is more consistent and better supported and to ensure this we wanted to reach out to others interested in partnering with us to achieve this while receiving recognition for their community engagement.

## Why Become a Partner-Sponsor

Firstly, I want to point out that we are not just looking for sponsors, we are also looking for partners. We see our sponsors as people or businesses or organizations who share our values and our dreams for a more healthy and vibrant community. And we want to do this with you.

Some great reasons to sponsor the Market are that you can engage and contribute within the community you live in and demonstrate to potential clients that you generously give back.

You will be publicly demonstrating your commitment to sustainability, local economy, sustainable agriculture, food resiliency, multi-generational and multicultural community health and wellness.

Market supporters are committed people who appreciate the role the Wolfville Farmers' Market plays in enriching their community and are especially appreciative of the various community programs offered.

Community Programs: The Market has a Kids Program, a Music Program, a Nourishing Community Food Bucks Program, a complimentary not-for-profit Community Table at the Market each week, A Zero Waste Program and most recently the Sunflower Project provides supported vendor opportunities for people of colour.

## Sponsorship Options

### **Program Sponsor (1 Year): Music Tent Sponsor (\$5000)**

We are looking for one at \$5000 or two at \$2500 each

#### Music Program

We book live music from local musicians weekly year-round and have played an important and valuable role in the local music scene offering a regular paid gig; but also exposure and experience for our new and seasoned talent.

#### Marketing Opportunities

- Logo on A-Frame that also promotes performer for the day displayed prominently whenever music is playing (Saturday Markets)
- Sponsorship Credit on all Music Listings on our Website (monthly traffic: 2.1k)
- Sponsorship Logo on Each E-news with Music Listing (weekly traffic: over 1000 viewership)
- Logo on Partners Page of Website
- Your Community Profile in our e-news once per sponsorship
- Discounted Rentals (not-for-profit rates) of the Community Room, Good Food Hub Kitchen or Whole Building

## **Sponsor of the Month (\$500)**

We are looking for one for each Month

### Opportunities

- Sponsor of the Month Signage on A-frame at entrance of the Market
- Your Community Profile in our WFM e-news
- Sponsorship Logo on all WFM e-news for the month
- Use of Partnership Booth for two Saturdays that month
- Logo on Partners Page of Website
- Discounted Rentals of the Community Room, Good Food Hub Kitchen or Whole Building

## **Event Sponsors (\$500)**

We are looking for one Sponsor for each Event

### 4 Signature Events

**Seedy Saturday** - May

**Pumpkin Palooza** - October

**Yule Market** - December

### Opportunities

- Logo on Seasonal Posters (60 distributed through Wolfville, Acadia U and Kings County)
- Your Community Profile in our e-news for event day
- Sponsorship Credit on Event Listing on our Website (up year-round)
- Sponsorship Logo on each E-news with the Event Listing
- Free Booth during the Event
- If offering programming related to the event, that this also be included in the event description being promoted.