

# Aurora Farmers' Market & Artisan's Fair

14800 Yonge St., P.O. Box 28576, Aurora, Ontario, L4G 6S6

[www.theaurorafarmersmarket.com](http://www.theaurorafarmersmarket.com)

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Dear Potential Sponsor:

2018

RE: Aurora Farmers' Market  
Sponsorship Opportunity

We would like to extend an opportunity to increase the awareness of your business in our community by becoming a sponsor of the Aurora Farmers' Market & Artisan Fair for our 2018 outdoor season. Your valued support would contribute toward the anticipated success of this 6-month, weekly event.

The Aurora Farmers' Market & Artisan Fair's reputation and demand from the public (and Vendors) has grown steadily over the last decade. The Market has over 40 active Vendors meeting the quality needs of the community. Our popular local farmers sell fresh produce, meat products, herbs and gardening plants. They are complemented by our Food Vendors who offer hot, on-the-go meals, plus baked products, preserves and honey. Our Artisans also have a variety of interesting offerings - to provide something for everyone! We have a special section for non-profit and community groups too.

Your sponsorship will help support children's programs and entertainment that we will be able to offer during our special event days. Funds could be used to cover the rental cost of the band-shell and/or support the promotion of the market to ensure people from all over York Region and the GTA are aware of our quality market.

Our 5-tiered sponsorship program is designed to provide a variety of levels to accomplish a high public profile of your company over a 6-month period. (Please see attached for more details.) We will showcase your promotional material(s) on a weekly basis at our manned Sponsor Booth that will be located in a highly visible spot.

Feel free to contact the undersigned to discuss this opportunity further. Thank you for your consideration.

Sincerely,

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Cathy Williams, Director of Sponsorship  
Catharina\_marie@yahoo.ca

*"Where food, art & community meet"*

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## SPONSORSHIP PROGRAM- 2018

LEVEL	AMOUNT	ENTITLEMENT
PLATINUM	\$1,000	<ul style="list-style-type: none"><li>- full use of Sponsor Booth for <b>(3) Special Event</b> dates</li><li>- your promotional material displayed in Sponsor Booth during the 6 month outdoor season</li><li>- your company's logo on the Farmers' Market flyer/brochure</li><li>- company name mentioned in (paid) newspaper advertisements</li><li>- company name and logo on the Farmer's Market website</li><li>- link to your company on the Farmer's Market website</li></ul>
GOLD PLUS	\$750	<ul style="list-style-type: none"><li>- full use of Sponsor Booth for <b>(3) regular market</b> dates</li><li>- your promotional material displayed in Sponsor Booth during the 6 month outdoor season</li><li>- your company's logo on the Farmers' Market flyer/brochure</li><li>- company name mentioned in paid newspaper advertisements</li><li>- company name and logo on the Farmer's Market website</li></ul>
GOLD	\$500	<ul style="list-style-type: none"><li>- full use of Sponsor Booth for <b>(2) regular market</b> dates</li><li>- your promotional material displayed in Sponsor Booth during the 6 month outdoor season</li><li>- your company's name in the Farmers' Market flyer/brochure</li><li>- company name on the Farmer's Market website</li></ul>
SILVER	\$250	<ul style="list-style-type: none"><li>- use of Sponsor Booth for <b>(1) regular market</b> date</li><li>- your promotional material displayed in Sponsor Booth during the 6 month outdoor season</li><li>- your company's name in the Farmers' Market flyer/brochure</li><li>- company name on the Farmer's Market website</li></ul>
BRONZE	\$100	<ul style="list-style-type: none"><li>- your promotional material displayed in Sponsor Booth during the 6 month outdoor season</li><li>- company name on the Farmer's Market website</li></ul>

Please contact Cathy Williams, Director of Sponsorship at [Catharina\\_marie@yahoo.ca](mailto:Catharina_marie@yahoo.ca) if you have any questions. Please make cheques made payable to "The Aurora Farmers' Market".

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