



AURORA FARMERS MARKET AND ARTISAN FAIR  
14800 Yonge St., P.O. Box 28576,  
Aurora, Ontario, L4G 6S6  
[www.theaurorafarmersmarket.com](http://www.theaurorafarmersmarket.com)

## **SPONSORSHIP PROGRAM- 2021**

Dear Potential Sponsor,

We would like to extend to you an exciting opportunity to partner your business with The Aurora Farmers Market and Artisan Fair.

Our market opens the first Saturday in May and our final day is the last Saturday in October. We set up every Saturday regardless of rain, shine or snow!

Our successful farmers market has a proven track record. We are very proud to say during a global pandemic situation, our home town market was one of the few walk through Farmers Markets in Ontario! We were *often* drawing crowds into the beautiful Town Park in excess of one thousand customers!

Your valued support would be a contribution toward another anticipated successful market season.

The Aurora Farmers' Market & Artisan Fair's reputation has grown steadily over the last decade. The Market has over 40 active Vendors (non COVID year) responding to the needs of the community.

Our popular, local, farmers sell a wide variety of farm fresh, local grown, Ontario produce, grass fed meat products, herbs and gardening plants. They are complemented by our Food Vendors selling hot, on-the-go meals, plus baked products, preserves and honey. Our Artisans also have a variety of interesting creations - providing something for everyone!

We also encourage non-profit and community groups to set up at the market to promote their community involvement.

We raise funds for The Aurora Food Pantry with our Stuff the Truck campaign. Over the last four years we have handed out over 10,000, free, Aurora Farmers Market and Artisan Fair reusable market bags. These bags have been seen all over the globe, from Alaska, England, US, and Mexico! Our contribution to eliminate the need for single use plastic.

Generous Sponsorship funds help support children's programs and entertainment. Some of the funding received is used in target promotions and



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advertising to ensure people from all over York Region and the GTA are aware of our quality market.

Our 6-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. We will showcase your promotional material(s) on a weekly basis at our staffed Sponsor Booth located at the “cross walkways” in our Town Park! We also proudly profile our sponsors on the Banner on our website’s front page!

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

Sincerely,

Director of Sponsorship  
[sponsor@theaurorafarmersmarket.com](mailto:sponsor@theaurorafarmersmarket.com)  
[www.theaurorafarmersmarket.com](http://www.theaurorafarmersmarket.com)

*“WHERE FOOD AND COMMUNITY MEET”*