



AURORA FARMERS MARKET AND ARTISAN FAIR

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

Sponsorship Agreement- 2021

Company/Individual's Name: _____

Contact Information: Email Address: _____
 Phone #: _____
 Mailing Address: _____

Please indicate level of Sponsorship:

- | | |
|-----------|---------------|
| € \$5,000 | Platinum Plus |
| € \$2,000 | Platinum |
| € \$1,000 | Gold Plus |
| € \$ 500 | Gold |
| € \$ 250 | Silver |
| € \$ 100 | Bronze |

All cheques to be made payable to “**THE AURORA FARMERS’ MARKET**”.
PLEASE NOTE *The AFM&AF* is a non-profit organization dependant on vendor fees and sponsorship funds to provide the community with an enhanced and enjoyable market experience. The AFM&AF does not qualify to issue a charitable tax receipt.

Please make out your Sponsor Payment to:

THE AURORA FARMERS MARKET

**and mail to - 14800 Yonge St., P.O. Box 28576,
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The Aurora Farmers Market and Artisan Fair henceforth will be referred to AFM&AF.

Sponsorship Levels:

Subject to the terms and conditions of this Agreement, The Sponsor will provide the AFM&AF your company's promotional material to be displayed weekly in the official AFM Sponsor Booth. Please provide a clear Company Logo to be proudly added to our Sponsor banner on our website. The promotional material will be limited in size as stipulated below. All other promotional material that The Sponsor submits to display at the Sponsor Booth, will be considered for approval by the Aurora Farmers' Market Association's Committee. Further details as outlined in Entitlement Page.

Payment and Terms:

The Sponsor will submit the agreed upon sponsorship amount for the promotional services of the Aurora Farmers' Market. Payment is due in full upon signing this agreement.

Every Saturday, from May 1 until October 30, 2021 your promotional material will be set up by an AFM representative in the Sponsor Booth. The AFM will provide a volunteer to staff the booth from 8 a.m. until 1:00 p.m. The Aurora Farmers' Market agrees to store the promotional materials during the weekdays in an on-site locked, waterproof, storage box. All effort will be taken to keep promotional, materials safe and intact. Should damage occur, or promotional material is lost, stolen or damaged during installation, display or removal, the Aurora Farmers' Market board member will contact the Sponsor to arrange replacement. The Aurora Farmers' Market will not reimburse The Sponsor for such items. After the market season has ended, the Director of the Sponsorship Committee will arrange to return the promotional material to The Sponsor. The Sponsor agrees to supply all storage materials for their promotional items including but not limited to: packing boxes, bubble wrap, large envelopes, etc. Strategic placement of promotional material in the Sponsor Booth will be at the sole discretion of the Aurora Farmers' Market staff.



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The Sponsor acknowledges and agrees that the Aurora Farmers’ Market representative may use clips or other securing materials to hang or display the promotional material.

Release and Waiver:

The Sponsor further agrees to release, indemnify and hold harmless the Aurora Farmers’ Market and Artisan Fair and its representative(s) against any and all losses, accidents, damages, injuries, expenses and claims resulting in whole or in part, directly or indirectly, from the staging process. The Sponsor understands that the Aurora Farmers’ Market and Artisan Fair does not and cannot guarantee success or any particular result from the display of promotional material. The relative merits of the promotions and its success are only expressions of opinions and estimates.

Photography and Publicity Release:

The Sponsor agrees to allow the AFM&AF and/or media to photograph the Sponsor Booth and area for further promotions, reference and marketing purposes.

General Provision:

This agreement contains the entire agreement of the parties. There are no other promises or conditions in any other agreement whether oral or written or implied.

Signatures:

By signing this agreement indicates you have read and understood this document. Please sign below.

Company Name:

_____ **Date:** _____

Signature:

Please Print Name:



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LEVEL & Amount	ENTITLEMENT
PLATINUM PLUS \$5,000	<ul style="list-style-type: none"> - full use of Sponsor Booth for (6) Special Event dates - your promotional material displayed in Sponsor Booth during the 6-month outdoor season - your company's logo on all our promotional materials - company name mentioned in 3 paid newspaper advertisements - company name mentioned in our Social Media platforms - company name and logo on the Farmer's Market website - link to your company on the Farmer's Market website
PLATINUM \$2,000	<ul style="list-style-type: none"> - full use of Sponsor Booth for (3) Special Event dates - your promotional material displayed in Sponsor Booth during the 6-month outdoor season - your company's logo on all our promotional materials - company name mentioned in a paid newspaper advertisement - company name mentioned in our Social Media platforms - company name and logo on the Farmer's Market website - link to your company on the Farmer's Market website
GOLD PLUS \$1,000	<ul style="list-style-type: none"> - full use of Sponsor Booth for (3) regular market dates - your promotional material displayed in Sponsor Booth during the 6-month outdoor season - your company's name on all our promotional materials - company name mentioned in a paid newspaper advertisement - company name and logo on the Farmer's Market website
GOLD \$500	<ul style="list-style-type: none"> - full use of Sponsor Booth for (2) regular market dates - your promotional material displayed in Sponsor Booth during the 6-month outdoor season - your company's name on all our promotional materials - company name on the Farmer's Market website
SILVER \$250	<ul style="list-style-type: none"> - use of Sponsor Booth for (1) regular market date - your promotional material displayed in Sponsor Booth during the 6-month outdoor season - your company's name on all our promotional materials - company name on the Farmer's Market website
BRONZE \$100	<ul style="list-style-type: none"> - your promotional material displayed in Sponsor Booth during the 6-month outdoor season - company name on the Farmer's Market website



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AFM&AF Representative: _____

“WHERE FOOD, ART AND COMMUNITY MEET”