

# *Aurora Farmers' Market*

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

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



## SPONSORSHIP PROGRAM 2023

Dear Potential Sponsor,

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

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 hometown 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'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 15,000, free, Aurora Farmers' Market 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 advertising to ensure people from all over York Region and the GTA are aware of our quality market.

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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

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*“WHERE FOOD AND COMMUNITY MEET”*



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## **Sponsorship Agreement- 2023**

This agreement for \_\_\_\_\_ "The Sponsor", with the Aurora Farmers' Market Board for sponsorship is effective from May 6, 2023 through October 28, 2023.

Company/Individual's Name: \_\_\_\_\_

Contact Information:                      Email Address: \_\_\_\_\_

Phone #: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

### **1. Sponsorship Levels**

Subject to the terms and conditions of this Agreement, The Sponsor agrees to provide the Aurora Farmers' Market Board promotional material to be displayed in the official AFM Sponsor Booth. The promotional material will be limited in size as stipulated below. You have confirmed to be a:

- |                          |         |               |
|--------------------------|---------|---------------|
| <input type="checkbox"/> | \$5,000 | Platinum Plus |
| <input type="checkbox"/> | \$2,000 | Platinum      |
| <input type="checkbox"/> | \$1,000 | Gold Plus     |
| <input type="checkbox"/> | \$ 500  | Gold          |
| <input type="checkbox"/> | \$ 250  | Silver        |
| <input type="checkbox"/> | \$ 100  | Bronze        |

*All cheques to be made payable to "The Aurora Farmers' Market".*

*Mail cheque to: AFM&AF, 14800 Yonge St., P.O. Box 28576, Aurora, ON., L4G 6S6*

All other promotional material that The Sponsor submits to display at the Sponsor Booth will be considered for approval by the Aurora Farmers' Market Board's Committee.

### **2. Payment and Terms**

The Sponsor will submit the agreed upon sponsorship amount for the promotional services of the Aurora Farmers' Market. If not already received, payment is due in full upon signing this agreement. We regret that a tax receipt will not be supplied for the Sponsorship amount.

Every Saturday, from May 6 until October 28, 2023 your promotional item(s) will be set up by an AFM representative in the Sponsor Booth. The AFM will provide a volunteer to man the booth from 8 a.m. until 1:00 p.m. each Saturday.

The Aurora Farmers' Market Board agrees to store the promotional items during the weekdays in an on-site locked storage box.

If any promotional material is lost, stolen or damaged during installation, display or removal, the Aurora Farmers' Market Board will contact the Sponsor to arrange replacement. The Aurora Farmers' Market Board will not reimburse The Sponsor for such items.

After the season has closed, the Director of the Sponsorship Sub-committee will arrange to return the promotional material for pick-up or delivery to The Sponsor.

### **3. Sponsor Consent**

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 Board.

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

### **4. Release and waiver**

The Sponsor further agrees to release, indemnify and hold harmless the Aurora Farmers' Market Board 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 Board 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.

### **5. Photography and publicity release**

The Sponsor agrees to allow the Aurora Farmers' Market and/or media to photograph the Sponsor Booth and area for further promotions, reference and marketing purposes.

### **6. General provision**

This agreement contains the entire agreement of the parties, and there are no other promises or conditions in any other agreement whether oral or written.

#### **Signatures**

To indicate that you have read and understood this agreement, please sign below.

Signature: \_\_\_\_\_ Position: \_\_\_\_\_

Print Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Date: \_\_\_\_\_

## SPONSORSHIP PROGRAM- 2023

LEVEL & Amount	ENTITLEMENT
PLATINUM PLUS \$5,000	<ul style="list-style-type: none"> <li>- full use of Sponsor Booth for <b>(6) 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 all our promotional materials</li> <li>- company name mentioned in 3 paid newspaper advertisements</li> <li>- company name mentioned in our Social Media platforms</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>
PLATINUM \$2,000	<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 all our promotional materials</li> <li>- company name mentioned in a paid newspaper advertisement</li> <li>- company name mentioned in our Social Media platforms</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 \$1,000	<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 name on all our promotional materials</li> <li>- company name mentioned in a paid newspaper advertisement</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 on all our promotional materials</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 on all our promotional materials</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 the Director of Sponsorship if you have any questions.

Please make cheques payable to "*The Aurora Farmers' Market*".