



**AURORA FARMERS' MARKET**  
**Sponsorship Agreement - 2024**  
**Where food, art and community meet!!**

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Dear Potential Sponsor,

Aurora Farmers' Market has grown substantially over twenty years and we are excited to share our success story with your business. Every Saturday morning, from beginning of May to the end of October, at Aurora's beautiful Town Park, we host 45 full time vendors, serving in excess of 35,000 customers a season. Our vendors are local businesses offering handmade, locally produced or grown products to the community. Aurora Farmers' Market is regulated by and a proud member of Farmers' Markets Ontario.

Our market provides a children's Craft Zone, a venue for entertainment, and offers local community groups space to promote their organization. Our staff works with student volunteers providing opportunities to help them develop important life skills such as communication, teamwork, patience and dedication. Sponsoring Aurora Farmers' Market would assist in providing the needed funding to enhance entertainment, allow for food/craft demos promoting healthy eating and lifestyle choices.

We offer a 6 tier sponsorship program providing a variety of levels to enhance your company's profile. Over the Market season, your business' promotional material(s) will be showcased on a weekly basis at our Sponsor Booth, centrally located in Aurora's Town Park! In addition, sponsors are profiled in our social media and on the banner of our website's front page!

Aurora Farmers' Market takes pride in our success. Partnering with us, to promote local Farm, Food and Artisans, would enhance your business profile in the GTA. Your generous sponsorship will help us maintain our standing as one of the premier outdoor Markets in all of Ontario.

Thank you for your support and choosing to partner with Aurora Farmers' Market.



# AURORA FARMERS' MARKET

## Sponsorship Agreement - 2024

Where food, art and community meet!!

PLEASE PRINT OR TYPE

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

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

Contact Information:

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

Email Address: \_\_\_\_\_ Phone #: \_\_\_\_\_

### 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. All promotional material should be appropriate for all age groups. 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 "**Aurora Farmers' Market**".

Mail cheque to: AFM, 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.

### 2. Payment and Terms

The Sponsor will submit the agreed upon sponsorship amount for the promotional services of Aurora Farmers' Market. If not already received, payment is due in full upon signing this agreement. Due to our non-profit status, a tax receipt will not be supplied for the sponsorship amount.

Every Saturday, starting the beginning of May, until the end of October, your promotional item(s) will be set up by an AFM representative in the Sponsor Booth.

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, Aurora Farmers' Market Board will contact the Sponsor to arrange replacement. Aurora Farmers' Market Board will not reimburse The Sponsor for such items.

After the season has closed, the Sponsor may attend the final Market event to collect their promotional materials or make arrangement for return of materials.

### **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 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 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 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.

Contact: \_\_\_\_\_

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

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

## SPONSORSHIP PROGRAM-2024

LEVEL & AMOUNT	ENTITLEMENT
<b>PLATINUM PLUS</b> \$5,000	<ul style="list-style-type: none"> <li>- full use of Sponsor Booth for 6 (six) Special Event dates <b>or</b> dates of your choice</li> <li>- company promotional material displayed in Sponsor Booth during market season</li> <li>- company bio profiled on AFM social media</li> <li>- company logo displayed on Sponsor banner</li> <li>- company logo and link on AFM website</li> <li>- company name mentioned in our newspaper advertising</li> <li>- Sponsor Flag for your company</li> </ul>
<b>PLATINUM</b> \$2,000	<ul style="list-style-type: none"> <li>- full use of Sponsor Booth for 3 (three) special event days <b>or</b> dates of your choice</li> <li>- company promotional material displayed in Sponsor Booth during market season</li> <li>- company bio profiled on AFM social media</li> <li>- company logo displayed on Sponsor banner</li> <li>- company logo and link on AFM website</li> <li>- company name mentioned in our newspaper advertising</li> <li>- Sponsor Flag for your company</li> </ul>
<b>GOLD PLUS</b> \$1,000	<ul style="list-style-type: none"> <li>- full use of Sponsor Booth for 2 (two) regular market days and 1 (one) special event day</li> <li>- company promotional material displayed in Sponsor Booth during market season</li> <li>- company bio profiled on our social media</li> <li>- company logo displayed on Sponsor banner</li> <li>- company logo and link on AFM website</li> <li>- company name mentioned in our newspaper advertising</li> <li>- Sponsor Flag for your company</li> </ul>
<b>GOLD</b> \$500	<ul style="list-style-type: none"> <li>- full use of Sponsor Booth for 2 (two) regular market days</li> <li>- company promotional material displayed in Sponsor Booth during market season</li> <li>- company bio profiled on our social media</li> <li>- company logo displayed on Sponsor banner</li> <li>- company logo and link on AFM website</li> <li>- company name mentioned in our newspaper advertising</li> <li>- Sponsor Flag for your company</li> </ul>
<b>SILVER</b> \$250	<ul style="list-style-type: none"> <li>- full use of Sponsor Booth for 1 (one) regular market day</li> <li>- company promotional material displayed in Sponsor Booth during market season</li> <li>- special mention on our social media</li> <li>- company logo displayed on Sponsor banner</li> <li>- company logo and link on AFM website</li> <li>- company name mentioned in our newspaper advertising</li> <li>- Sponsor Flag for your company</li> </ul>
<b>BRONZE</b> \$100	<ul style="list-style-type: none"> <li>- company promotional material displayed in Sponsor Booth during market season</li> <li>- special mention on our social media</li> <li>- company logo displayed on Sponsor banner</li> <li>- company logo and link on AFM website</li> <li>- company name mentioned in our newspaper advertising</li> </ul>

Please contact Aurora Farmers' Market at: [info@theaurorafarmersmarket.com](mailto:info@theaurorafarmersmarket.com) if you have any questions.  
 14800 Yonge St., P.O. Box 28576, Aurora, Ontario, L4G 6S6 [www.theaurorafarmersmarket.com](http://www.theaurorafarmersmarket.com)