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2025  
**SPONSORSHIP  
PACKAGE**

**White Rock Farmers Market**

CELEBRATING THE 26TH YEAR  
OF THE WHITE ROCK FARMERS  
MARKET





## Introduction

### Welcome to the 2025 Sponsorship Package for the White Rock Farmers Market!

Our market is a recognized community staple with an impressive annual attendance and a range of benefits to local residents, visitors, and vendors, the White Rock Farmers Market presents a unique sponsorship opportunity for community-oriented businesses.

#### Market Growth and Impact

The White Rock Farmers Market continues to be a hub of community engagement, growth, and economic impact:

- 2024 Market Visitors: 106,433, an increase of 10,839 over 2023
- Revenue: \$171,848.20 in 2024, up by \$26,795.20 from 2023
- Coupon Program: \$62,849.00 redeemed in food coupons
- Economic Impact: Over \$5.2 million reinvested in the local economy in 2024

In 2024, we proudly supported community groups such as Brella, Just Like Family Home Care, Peace Arch Hospital Foundation, Semiahmoo Arts Society, White Rock Pride Society, and more.

# Benefits for Sponsor



Your sponsorship makes a profound difference by directly supporting vital community programs and initiatives that align with the values of sustainability, food security, and youth development. Here's how your sponsorship helps:

## **Strengthen Community Connections**

Your sponsorship supports a beloved community space that promotes local connections and sustainable living, making a lasting impact on White Rock's vibrant culture.

## **Increase Brand Exposure to a Growing Audience**

With over 106,000 annual market visitors, your brand reaches a diverse group of residents, visitors, and vendors every Sunday from April to October, increasing visibility as market attendance grows.

## **Prime Visibility Across Market Platforms**

Your logo is prominently featured on our website, signage, social media, and press releases, ensuring brand visibility across multiple platforms throughout the market season.

## **Support Essential Community Initiatives**

Sponsorship aligns your brand with impactful programs, including the BC Farmers Market Nutrition Coupon Program, which promotes food security for local families, seniors, and vulnerable community members.

# More Benefits for Sponsor



## **Empower Local Non-Profits to Connect with the Community**

By sponsoring the market, you help local non-profits like Brella, Peace Arch Hospital Foundation, and others to provide essential information and resources to community members, increasing awareness of valuable local services.

## **Promote Environmental Sustainability**

Your sponsorship aids in reducing the market's carbon footprint by supporting a more sustainable food system with shorter supply chains and less reliance on fossil fuels.

## **Invest in Youth Development through the Junior Entrepreneurs Program**

Support young, aspiring vendors as they develop business skills and connect with the community, showcasing your commitment to nurturing future leaders in local business and agriculture.

## **Enhance Your Corporate Social Responsibility**

Sponsoring the market aligns your brand with values of social responsibility, community support, and environmental stewardship, enhancing your reputation and connection with residents who prioritize these ideals.

By becoming a sponsor, you play an essential role in promoting community well-being, healthy living, food security, and youth entrepreneurship—all while showcasing your brand to a diverse and dedicated audience. We invite you to join us in making 2025 an impactful and memorable season for everyone involved.

# Sponsorship Levels



In addition to our traditional sponsorship levels, we're introducing an exclusive \$10,000 Title Sponsor opportunity for 2025.



## TITLE SPONSOR

**Our Title Sponsor Receives Premium Exposure for the Entire Market Season**

**\$10,000**

**LIMITED TO ONE ORGANIZATION**

**Our Title Sponsor receives premium exposure for the entire market season:**

- Dedicated Banner: Your banner displayed at the entrance tent across from Russell Avenue.
- Market Table Promotion: Place promotional materials on the market's table every Sunday.
- Mailing List Recognition: Acknowledgment as our Title Sponsor in vendor mailings and key announcements.
- Season-Long Exposure: Market operates April to October, reaching over 5,000 attendees every Sunday.
- Plus All the other perks available in all other levels of sponsorship

### Comparison with Other Local Sponsorship Options

For \$10,000, the White Rock Farmers Market Title Sponsor secures consistent visibility at over 26 market events through the season. In contrast, sponsorship of White Rock BIA's concert series typically requires a larger investment for fewer events, meaning fewer opportunities for exposure and engagement. This makes our Title Sponsorship an exceptional value, providing consistent weekly exposure over six months to a diverse, dedicated community audience.



# Other Sponsorship Levels



## Platinum Package

- Logo prominently displayed on all marketing materials, including website, social media, and event signage.
- Verbal recognition during market opening ceremonies.
- Opportunity to distribute branded promotional materials.
- Recognition in press releases and media coverage.

**\$5,000-\$7,500**



## Gold Package

- Logo prominently displayed on all marketing materials, including website, social media, and event signage.
- Verbal recognition during market opening ceremonies.
- Recognition in press releases and media coverage.

**\$2,500-\$4,999**

# Other Sponsorship Levels



## Silver Package

- Logo prominently displayed on all marketing materials, including website, social media, and event signage.
- Verbal recognition during market opening ceremonies.

**\$1,000-\$2,499**



## Bronze Package

- Logo prominently displayed on all marketing materials, including website, social media, and event signage.

**\$500-\$999**

## Customized Packages

We understand that every sponsor has unique needs and goals. We're happy to work with you to create a customized sponsorship package tailored to your preferences and budget.



**Thank you!**  
**Hope you are**  
**interested!**

## **Contact**

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