LOCAL FOOD • STRONGER COMMUNITY
BRIGHTER TOMORROWS

2027

SPONSORSHIP PACKAGE

White Rock Farmers Market

CELEBRATING THE 28TH YEAR
OF THE WHITE ROCK
FARMERS MARKET

Good Food
Stronger Community
Brighter Tomorrows





White Rock Farmers Market 2027 Sponsorship Opportunities

Your Opportunity to be Seen

Put your business in front of one of White Rock's largest and most engaged community audiences.

The White Rock Farmers' Market offers sponsors the opportunity to connect with approximately 216,000 Market visits and a growing digital audience throughout the season. Sponsorship combines in-person visibility at the Market with exposure through our website, social media, signage and highly visible reusable Market bags.

The Market is also a significant economic driver. An independent 2026 economic impact study conducted by Dr. David Connell of the University of Northern British Columbia estimated that the White Rock Farmers' Market generates $7.2 million to $7.6 million in annual economic activity.

Your Reach at a Glance

- **$7.2–$7.6M** Annual Economic Impact
- **~216,000** Market Visits
- **337+** Participating Vendors
- **1.72M** Social Media Views
- **1.45M** Organic Social Media Views
- **8,555** Facebook & Instagram Followers



Your sponsorship puts your business in front of this growing audience while supporting a Market that makes a measurable contribution to our community.

Benefits of Sponsorship

Put your business in front of a large, engaged local audience while supporting one of BC's most established farmers' markets.

High-Visibility Brand Exposure

Connect your business with more than 200,000 Market visits and extend your reach beyond Market Day through prominent on-site signage, reusable Market bags, website recognition and social media exposure.

In 2026 alone, the Market generated 1.72 million social media views, including 1.45 million organic views, providing sponsors with valuable exposure both at the Market and online

Reach an Engaged Local Audience

The White Rock Farmers' Market attracts repeat visitors throughout its 26-week season. Nearly half of shoppers surveyed in the 2026 economic impact study reported visiting the Market either nearly every week or two to three times per month.

Your sponsorship provides repeated opportunities for your business to be seen and recognized throughout the Market season.

Benefits of Sponsorship

Be Part of a Strong Local Economy

Align your business with a Market that generates an estimated $7.2 million to $7.6 million in annual economic activity and supports more than 337 participating vendors each year.

Sponsorship demonstrates your investment in local businesses, farmers, food producers, artisans and the broader community.

Build Community Recognition

Your business becomes part of the Market experience through sponsor recognition, signage, digital promotion and other benefits based on your sponsorship level.

With 8,555 combined Facebook and Instagram followers and approximately 33,700 content interactions recorded in 2026, sponsor recognition extends well beyond the physical Market

SPONSORSHIP OPPORTUNITIES
WHITE ROCK FARMERS MARKET

TITLE SPONSOR

$10,000

INDUSTRY EXCLUSIVITY
LIMITED TO ONE ORGANIZATION

20,000 REUSABLE BAGS
Your brand travels beyond Market Day.



Premium Exposure for the Entire Market Season

As the exclusive Title Sponsor, your brand will be front and centre throughout the 2027 Market season, with unmatched visibility at the Market, online and in our community.

SPONSORSHIP BENEFITS

Official Market Bag – Exclusive Branding
Your logo and business name featured on one full side of the White Rock Farmers' Market reusable bag. 20,000 bags will be produced for the 2027 season, providing high visibility for your brand throughout the community.

Title Sponsor Appreciation Day – A VIP Experience
We will host a personalized Title Sponsor Appreciation Day in your honour, complete with a branded table, guided Market tour, remarks and ceremonial cake cutting. This day is captured and shared across our social media channels.

Dedicated Title Sponsor Banner
Your logo and business name displayed on a large banner across the top of the Market Tent at the main entrance.

Market Table Visibility
Opportunity to display your brochures or promotional materials at the Market table located at the main entrance.

Market Placement
A-frame signage featuring your logo and business name in a high-traffic area of the Market.

Premium Website Placement
Top placement of your logo and a link on the White Rock Farmers' Market website.

Social Media Visibility
Monthly sponsor spotlight posts throughout the season.

Recognition in Email Updates
Acknowledgement in key vendor and public communications.



SPONSORSHIP OPPORTUNITIES
WHITE ROCK FARMERS MARKET

Good Food Stronger Community Brighter Tomorrows

PRESENTING SPONSOR

$5,000

INDUSTRY EXCLUSIVITY
LIMITED TO FIVE SPONSORS

Gain prominent visibility throughout the 2027 Market season and beyond, with a combination of on-site, digital and reusable Market bag exposure.



20,000 REUSABLE BAGS
Your advertisement travels beyond Market Day.

SIDE SEAM DETAIL
(5 ADVERTISEMENTS)



Each ad approximately
4" wide x 2.5" high

A visible investment in our community!

SPONSORSHIP BENEFITS

Premium Reusable Market Bag Advertising
Your business will receive a rectangular advertisement approximately 4" wide x 2.5" high, printed along the side seam of the White Rock Farmers' Market reusable bag. Limited to five Presenting Sponsors, with sponsors representing different industries.

Sponsor Board Recognition
Logo included on the Sponsor Board displayed at the main entrance Market Tent.

On-Site Signage
Logo and business name displayed on an A-frame sign in a high-traffic area of the Market.

Website Exposure
Logo and link on the White Rock Farmers' Market website.

Social Media Visibility
- Two individual sponsor spotlight/thank-you posts.
- Inclusion in grouped sponsor recognition posts.

Verbal Acknowledgment
Verbal acknowledgment during special event days and opening remarks.

Market Table Material Display
Opportunity to display promotional materials at the Market table located at the main entrance.

SPONSORSHIP OPPORTUNITIES
WHITE ROCK FARMERS MARKET

LOCAL
FRESH
CONNECTED
ALL SEASON LONG

COMMUNITY SPONSOR $2,500

LIMITED TO FIVE SPONSORS
OPEN TO ALL INDUSTRIES

Showcase your business to thousands of Market visitors while supporting a vibrant local marketplace and community.



Your logo here!

Side seam detail
(5 logos)

Each logo approximately
4" wide x 2" high

SPONSORSHIP BENEFITS

Reusable Market Bag Logo
Your logo printed along the side seam of the White Rock Farmers' Market reusable bag, approximately 4" wide x 2" high.
Limited to five Community Sponsors.
Open to all industries.

Sponsor Board Recognition
Logo included on the Sponsor Board displayed at the main entrance Market Tent.

On-Site Signage
Logo and business name displayed on an A-frame sign in a high-traffic area of the Market.

Website Exposure
Logo and link on the White Rock Farmers' Market website.

Social Media Visibility
- One individual sponsor spotlight/thank-you post.
- Inclusion in grouped sponsor recognition posts.

Verbal Acknowledgement
Verbal acknowledgement at select Market events, including Opening Day.

20,000
REUSABLE BAGS

Your logo travels beyond Market Day.



SPONSORSHIP OPPORTUNITIES
WHITE ROCK FARMERS MARKET

LOCAL
FRESH
CONNECTED
ALL SEASON LONG

OTHER SPONSORSHIP LEVELS

Support the White Rock Farmers' Market and gain valuable visibility for your business in the community.

FRIENDS PACKAGE
$1,000
(Unlimited)

SPONSORSHIP BENEFITS

Reusable Market Bag
Small logo printed on the bottom of the White Rock Farmers' Market reusable bag.

Sponsor Board Recognition
Logo on the Sponsor Board displayed at the main entrance Market Tent.

On-Site Signage
Logo displayed on a sign in a high-traffic area of the Market.

Website Placement
Logo only.

Social Media Visibility
Included in grouped thank-you posts.

SUPPORTERS PACKAGE
$500
(Unlimited)

SPONSORSHIP BENEFITS

Reusable Market Bag
Business name printed in small text on the bottom of the White Rock Farmers' Market reusable bag.

Sponsor Board Recognition
Business name on the Sponsor Board displayed at the main entrance Market Tent.

On-Site Signage
Business name displayed on a sign in a high-traffic area of the Market.

Website Placement
Name only.

Social Media Visibility
Included in grouped thank-you posts.



Bottom of Bag

Friends: Small logo | Supporters: Business name (small text)

20,000
REUSABLE BAGS

Your business travels beyond Market Day.

Invest in a Stronger Community

White Rock Farmers' Market
Sponsorship Application Form

Patti Oldfield
mktmanager@whiterockfarmersmarket.ca
604-842-5698

Name of Organization/Company: _____

Contact Person: _____

Position/Title: _____

Email: _____

Address: _____

Contact Number: _____

Sponsorship Opportunities:
Please select the sponsorship level that best fits your organization's goals and budget:

- ☐ Title Sponsor $10,000 (Limited to one Organization)
- ☐ Presenting Package $5,000 ($_____)
- ☐ Community Package $2,500 ($_____)
- ☐ Friends Package $1,000 ($_____)
- ☐ Supporters Package $500 ($_____)

White Rock Farmers' Market Society

Our Mailing Address: Box 75105, Surrey, BC V4A 0B1

Market Site Location: 15154 Russell Ave, White Rock, BC V4B 0A6

Society Incorporation #S0039967

Additional Comments/Requests:

Terms and Conditions:
All sponsorship payments are non-refundable. White Rock Farmers' Market Society reserves the right to modify sponsorship benefits if necessary. By submitting this application, you agree to the terms and conditions outlined above.

Signature: _____ **Date:** _____

Contact us today to learn more!

Contact

Phone	604-842-5698
Website	www.whiterockfarmersmarket.ca
Email	mktmanager@whiterockfarmersmarket.ca
Address	15154 Russell Ave., White Rock, BC, V4B 2P6