



2022 WESTON FARMERS MARKET

Sponsorship
Proposal
March 2022



Weston Village Business Improvement Area
admin@westonvillagebia.com 416-249-0691



Exiting new Changes !

The Weston Farmers Market has been a staple event in the Weston community for more than forty years, with generations of families visiting the event annually. It is one of the longest running markets in Toronto, with a rich history and has become a tradition.

Much has changed since the market first opened in 1979 and this year we have some new additions including enhancing our marketing campaign.

Last season was tough, the market is generally unknown to the Greater Toronto Area outside of Weston. This is a factor we have been working towards changing. This year we have a few new additions with our marketing strategies including 3 large scale mailouts to our surrounding residential area and radio advertisements with Indie88.

We will also have a BIA business booth featuring one member each week as well as a new activity booth to promote community involvement and the sponsor of the booth.

The Weston Village BIA is in need of your support! Help sponsor an activity booth make community connections first hand.

About Us

The Weston Village Business Improvement Area (BIA) is one of the first BIAs established in Toronto. We represent over 250 businesses and commercial property owners in Weston.

We have been hosting events such as the Weston Farmers Market, Weston Santa Claus Parade and Weston Buskerfest since our inception. In 2022, it will be the second year we will host the market in the Artscape Weston Commons.



Our Team

MASUM HOSSAIN

Chair of BIA

GEORGE KALAMARIS

Farmers Market Chair

AUDREY SWARTZ

Coordinator & Market Manager

The Weston Village BIA Board of Management is proud of the tireless effort of our coordinator during these difficult times. We are confident that the event will be a great success with your support.

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Benefits

As a supporter of our event, your brand will be featured within our many marketing campaigns. Marketing initiatives include billboards, TTC Subway platforms and bus posters, GO Transit signage, bus shelter ads, community posters, residential mailouts and social media campaigns.

The event spans 22 weeks, with opportunities for sponsors to be present at the event for further exposure to customers. The marketing campaign will run from May to October 2022.

Our sponsors can reach up to 20,000 potential clients per day with through promotion of our event.



Every \$100 spent locally creates \$45 of additional spend



Sponsorship Levels

Sponsor a Booth for community engagement and your business promotion.

Brackets depict how many opportunity's there are for each level of sponsor.

Platinum Mini Event (1)	\$2,000
Gold Sponsor (3)	\$500
Silver Sponsor (4)	\$300
Bronze Sponsor (3)	\$200
Supporter (10)	\$100

Platinum and Gold level includes a promotional booth space in addition to signage at the sponsored activity.

We look forward to working with you.

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Opportunities

Platinum Event -

BACK 2 SCHOOL FUN FAIR

Sept 3

As a sponsor of this fun day at the market for kids you will be providing the following activities

- Six carnival games
- high striker
- dunk tank
- juggler

The day will also include musical performance from local youth in Weston!

As a sponsor of this event you will increased additional marketing exposure through various groups and organizations for children.



Please contact us to discuss details of your level of interest.

We look forward to working with you.

Opportunities

Gold Sponsor Activities

- Balloon Twisting
- Face Painting
- Magic Show

Silver Sponsor Activities

- Cotton Candy Machine (100 servings)
- Candy Apple Machine (100 servings)
- Corn Roast Day (100 servings)
- Halloween Pet Costume Contest (+100 treat servings)

Bronze Sponsor Activities

- Candy Kebob Station (100 servings)
- Snow Cone Machine (100 servings)
- Ice Cream Truck (100 servings)

Supporter Activities

- Seedling station
- Chalk drawing
- Lemonade Stand
- Henna Artist
- Butterfly Painting
- Iced Tea Stand
- Giant Jenga
- Apple Cider Stand
- Mini Putt



Please contact us to discuss details of your level of interest.

We look forward to working with you.

CONTACT US

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