

2024 WESTON FARMERS MARKET

Sponsorship
Proposal
March 2024

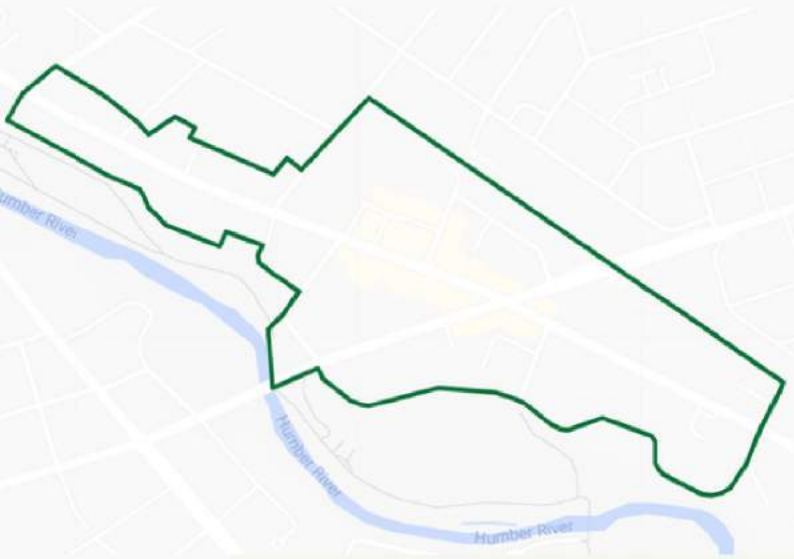


Weston Village Business Improvement Area
admin@westonvillagebia.com 416-249-0691

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 Farmers Market, Weston Winterfest and more. In 2024, it will be the third year we will host the market in the Artscape Weston Commons.



Our Team

MASUM HOSSAIN

Chair of BIA

AUDREY SWARTZ

Coordinator & Market Manager

JASMINE LIGHTFOOT

Market Supervisor

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.

DEMOGRAPHICS

TOTAL VISITERS

18,934

IN
2023



50% VISIT
WITH A CHILD



MEDIAN
AGE



WALK TO THE
MARKET



70% FEMALE
30% MALE



UNIQUE
VENDORS



FULL TIME
VENDORS



TOTAL SPENDING
\$138,688



EVERY \$100 BROUGHT
ADDITIONAL \$45 TO
LOCAL ECONOMY

Benefits

As a supporter of our event, your brand will be featured within our many marketing campaigns. Marketing initiatives include bus shelter ad, community posters, and social media campaigns.

The event spans 22 weeks, with opportunities for sponsors to be present at the event for further exposure to customers.

Our sponsors can reach up to 20,000 potential clients per day with through the various promotions of the market.





About Sponsorship

Sponsor a special event during the market for community engagement and your business promotion. Opportunities to choose from on the next page

Your sponsorship includes a 10x10 promotional booth space on the date of activity in addition to signage at the sponsored activity and at market entrance.

You will also receive promotion through our social media channels of over 5K followers.

We look forward to working with you.

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2024 Opportunities

JUNE

“Bike to the Market” Day **\$500**

In Partnership with Weston Cycling Connections - in celebration of new bike lanes in Weston the event will feature free bike tune ups, bicycle relay challenge for prizes, and more.

JULY

Corn Roast Hoedown **\$1000**

Roasted corn, cool lemonade, counry swing band and line dancing for fun for all ages!

AUGUST

Furry Friends Fashion Show **\$500**

Four legged market shoppers come out in their best attire to strut their stuff on the stage, may the best dressed pup win!

SEPTEMBER

Back to School Fun Fair **\$2000**

Back for a third year labour day weekend, a last hurrah of fun before kids go back to school! Carnival games, face painting, kids DJ show and more!

OCTOBER

Pumpkin Painting and Carving Contest **\$500**

Kids and adults alike can participate in the pumpkin painting and carving contest for a chance to win some great prizes. All supplies are provided - this is a multi-week event for the month of October. Sponsors can choose their preferred attendance day.



Please contact us to discuss details and dates.

CONTACT US

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