



SPONSORSHIP PROSPECTUS

Market 192

June to September 2023

Tuesdays 4:00 PM - 7:00 PM



About Market 192

Discover the best of local food, crafts, and community at Market 192, an outdoor public farmers' market located on Main Street in front of the Town of Tofield Office in Tofield, AB. Market 192 will run every Tuesday from 4:00pm to 7:00pm June 20 until September 26, 2023, weather permitting. At Market 192, you'll find a diverse range of vendors offering fresh produce, homemade treats, artisanal crafts, and more.

Sponsorship Packages

Sponsor Levels	Grower \$150	Supporter \$250	Sustainer \$400	Cultivator \$600
Dedicated Social Media Post(s)	1	2	3	4
# Slides Per Post	1	1	1-2	1-3
Company Profile	Yes	Yes	Yes	Yes
Promotional Table	No	No	Yes (Every Third Tuesday) June 20, July 11, August 1 & 22, September 12	Yes
Bag Inserts	No - \$1.00/insert, 250 needed by June 15	No - \$1.00/insert, 250 needed by June 15	Included	Included

Notes

Dedicated social media posts must be submitted by each sponsor and it is up to the discretion of Market 192 on scheduling each post.

Company profiles include your business name, logo, two to three sentence description, website, and social media links, which will be on the website and marketing material.

Promotional Table: promote your company by leaving pamphlets, coupons, etc. for customers to take as they enter or leave the market.

Exclusive Sponsorships

Presenting Sponsor – \$3500

Leave a lasting impression on Market customers, by being the exclusive presenting sponsor of the 2023 Market season. This incredibly valuable and unique sponsorship opportunity will enable you to promote your company to all Market customers and vendors and will leave you wanting to come back year after year. Maximise your brands exposure this year with becoming the presenting sponsor for Market 192! The Presenting Sponsorship includes:

- A hashtag of your choice added to all market posts
- Prominent exposure prior and during the 2023 market season
- One insert in market bags



Bag Sponsor – \$2500

Your company brand, along with the Market 192 logo, will be seen by everyone attending the Market with great brand exposure as the exclusive bag sponsor for Market 192. Your company will be affiliated with the primary source of information for all Market customers, with a bag full of resources, Market information, and more! You'll also receive great longevity out of this sponsorship, as many customers keep the bag for years to come! The Bag Sponsorship includes:

- Logo printed prominently on every bag
- First 250 customers receive a bag
- One insert per bag
- Acknowledgment throughout the duration of the market season

Entertainment Sponsor – \$2500 Full Season, \$300/week or In Kind

This sponsorship opportunity will leave a lasting impression as Market customers enjoy activities on site. Your company logo along with the Market logo will be placed on a sign near the activities, which will provide great exposure and brand recognition as the customers go through the market. Leave your mark this year on everybody attending the market. The Entertainment Sponsorship includes:

- One insert in market bags
- Acknowledgment leading up to the sponsored entertainment day

If you are interested in any of the packages listed in this document, or if you have any questions, please reach out to the Market Manager, Courtney Coulombe, at courtney@planiteventsinc.ca

