



# BC Farmers' Markets

Sponsorship Package 2018

## We build healthy farmers' markets & communities - Join us!

Founded in 2000, the BC Association of Farmers' Markets (BCAFM) represents over 145 individual farmers' markets across BC. We educate, engage and inspire people to create a vibrant farming sector in BC that nourishes and supports our communities and natural environment.

### BC farmers' markets

- We represent over **145 bustling, grassroots farmers' markets in BC.**
- **Over 3,000 food focused entrepreneurs and artisans selling at farmers' markets** throughout the Province, including over **1,000 small-scale farmers.**
- **Hundreds of thousands of British Columbians** shop regularly at farmers' markets to access local, nutritious, in-season produce and handcrafted goods.
- Farmers' Markets in BC are growing at an astounding rate, with a 147 per cent increase in sales between '06 and '12, delivering **\$170 + million total economic benefits.**

### Our reach

The growing popularity of farmers' markets has garnered the attention of influential organizations across BC; we work with [Vancity](#), [Healthy Families BC](#), [We Heart Local](#), the BC Ministry of Agriculture, and more, to build a thriving local food sector.

- A vibrant and growing social media network; we have over **15,000 likes** on Facebook, **4,500 followers** on Twitter and **2,000** on Instagram
- **Over 150 annual conference attendees**
- **Over 3,500 families and seniors** participating in our Farmers' Market Nutrition Coupon Program
- **100 community organizations** participating in the Farmers' Market Nutrition Coupon Program
- **20,000 farmers' market directories** distributed to over 160 visitor centres and farmers' markets throughout BC

### BC Farmers' Markets Conference 2018

March 2-4, Laurel Point Inn in Victoria, BC

Our annual conference brings 150+ farmers' market organizers, growers and small-scale food processors together to network and gain new skills. With a vibrant and bustling atmosphere, the conference is an excellent opportunity to connect with BC's farmers' market organizers and vendors – we hope to see you there!



## Sponsorship Opportunities – Conference + Beyond

Presenting Sponsor \$4,000	Sustaining Sponsor \$3,000	Harvest Sponsor \$2,000	Cultivator \$1,000	Seed Sower \$500	Sponsorship Benefits
★					Logo on 2018 BC Farmers' Market Directory (16,000+ distributed to 160 locations)**
★					Presenting Sponsor signage/ banner placement at Conference keynote podium
1 year					Linked logo on BCAFM homepage footer
★	★				Ad-Hoc personalized activation at Conference (e.g. speaking engagement, product demo) **
★	★				Customized shout out through BCAFM Twitter and Instagram channels
X 2	X 2	1x			Complementary Conference passes*
Full page	½ page	¼ page			Ad in Conference program
★	★	★			Article in BCAFM Newsletter to ~1000 unique farmers' markets contacts**
★	★	★			Acknowledgement in Conference opening remarks
★	★	★			Logo projected on screen during Conference meals and breaks
★	★	★	★		Linked logo in Conference emails (Dec –March) and BCAFM Newsletter (1 year) to 1000+ contacts
★	★	★	★		Sponsor signage at Conference
★	★	★	★		Logo on printed Conference promotional materials (posters and flyers)
★	★	★	★	★	Conference tradeshow table (Sat. March 3, 2018)***
★	★	★	★	★	Opportunity for flyer placement in ~150 Conference delegate packages
★	★	★	★	★	Name listed in Conference program
★	★	★	★	★	Linked logo on Conference page of BCAFM website

\* Includes Friday Night Reception, Conference and Awards Banquet on Saturday.

\*\* Subject to approval by BCAFM.

\*\*\* Sponsorship does not include access to Friday Night Reception or Saturday Night Awards Banquet unless accompanied by Conference Pass. Access to events is available for an extra charge. Please contact us for details.



## Program Advertising Opportunities – Conference

Size	Cost
Full Page*	\$900
Half Page	\$500
Quarter Page	\$350

\*Inside cover and back cover, if available, are an additional \$200 (inside) or \$400 (back)

Full page  
W6.5" x H8"

Quarter page  
W3.125" x H3.875"

Half page  
W6.5" x H3.875"

2018 BC Farmers' Markets Conference Program Ad Sizes

\* Deadline to submit is ad: Thurs. Feb. 1, 2018

\* Please submit in Adobe Illustrator (.ai) format as well as PDF

\* Questions? Email: [info@bcfarmersmarket.org](mailto:info@bcfarmersmarket.org)