



Sponsorship & Donation Philosophy and Programs

Philosophy:

The SWEFM mission is to create a community gathering place for the residents of southwest Edmonton, creating strong relationships, vibrant communities and a thriving local economy. In addition to providing a place to shop for locally grown and skillfully crafted food and hand-made goods, it provides a compelling, irresistible and welcoming space, offering quality events and entertainment, and relevant and engaging programming. In order to accomplish this, and to ensure the success of our vendors, we provide a favourable business environment, reasonable vendor fees, essential marketing services and beneficial promotional support.

Financial sustainability is critical to the ongoing success of the SWEFM and the community gathering place of our vision. While vendor fees contribute a significant portion of the market's revenue they do not provide enough financial aid to grow and build the community gathering place to which we aspire. To continue to build the market that we wish to become, additional revenue is required.

The SWEFM believes that a sponsorship program, focused on developing relationships with committed partners whose values are aligned with ours, is an effective and essential way to secure additional revenue. In addition to having aligned values, we look for sponsorship partners who have a local connection, have demonstrated that they are committed to community development and are interested in the long-term success of the SWEFM.

The SWEFM also believes that a well-developed donation program, in addition to providing additional revenue to develop a strong community gathering place with engaging programming for everyone, is an effective way to begin the development of strong and committed relationships and connections with individuals in the communities we serve. These connections are essential to the creation of a vibrant, active, thriving and healthy local community scene.

Sponsorship Program:

The SWEFM Sponsorship Program is targeted primarily at for-profit-organizations. Community Leagues and other not-for-profit community organizations that believe in the mission, vision and values of the SWEFM and would like to support us financially will receive the level of benefits provided for in the Sponsorship Program. The SWEFM Sponsorship Program is comprised of two categories of sponsorship opportunities:

- Market sponsor
- General sponsor (4 levels – Gold, Silver, Bronze and Supporter of the Market)

The two categories of sponsorship are described below along with the level of sponsorship and benefits provided.

1) Market Sponsor (limit 1)

There is one Market Sponsor opportunity available. The Market Sponsor is an individually negotiated sponsorship package that is available to an organization that is interested in being a lead sponsor and making a significant financial contribution to the SWEFM. It is the largest and primary sponsorship opportunity available at the Southwest Edmonton Farmers' Market. The Market sponsor is a key partner and an integral part of all the activities of the market.

2) General Sponsor

General sponsors provide financial support to the general operation of the SWEFM without the sponsorship being attached to a specific event or function. There are five levels of general sponsorship packages as follows:

Gold Level (\$5,000)

- Use of one of the SWEFM tents to build awareness and promote your company for up to 11 market days during the season (tables & chairs provided)
- Company name and logo prominently displayed in the SWEFM tent each market day.
- Company name and logo displayed on the home page of the SWEFM website along with a company profile and link to company website.
- Prominent placement of name and logo on sponsorship board displayed onsite during the market
- Commemorative item indicating your organization is a sponsor of SWEFM.
- Other... please identify any other benefit you would like to be offered.

Silver Level (\$2,500)

- Use of one of the SWEFM tents to build awareness and promote your organization on four (4) market days during the outdoor market season (tables and chairs provided).
- Company name and logo displayed on the home page of the SWEFM website along with a company profile and link to company website.
- Placement of name and logo on sponsorship board displayed onsite during the market.
- Commemorative item indicating your organization is a sponsor of SWEFM
- Other... please identify any other benefit you would like to be offered.

Bronze Level (\$1,000)

- Company name and logo displayed on the sponsorship page of the SWEFM website along with a link to your company website.
- Placement of name and logo on sponsorship board displayed onsite during the market.
- Commemorative item indicating your organization is a sponsor of SWEFM

- Other... please identify any other benefit you would like to be offered.

Supporter of SWEFM (\$500 and under)

- Company name and logo displayed on the sponsorship page of the SWEFM website.
- Placement of your company's name and logo on the sponsorship board displayed onsite during the market.