



farmers & makers MARKET

at cSPACE



2022 SPONSORSHIP AND EXHIBITOR INFORMATION

The Farmers & Makers Market at cSPACE is quintessential Calgary!

Calgary is a foodie city, embracing the seasonal bounty of fresh local ingredients and rich food traditions from many cultures. Calgary is a city of makers and creators, where ingenuity and artistry abound, connecting tradition with innovation in meaningful ways. We are a young and vibrant city, seeking places, people, and small businesses to connect with and find ways to meaningfully support, grow and enjoy together.

We've grown our vision of "feeding communities and culture" at the Farmers & Maker Market at cSPACE into an exceptional summer destination marketplace which embraces all of this; A place where local growers, food artisans, flower growers, craft beverage producers, artists and makers of all kinds come together to create a vibrant marketplace experience featuring the best in local offerings.

Our market is free for all to attend, and is centered around a lively festival atmosphere including live music, weekly kids arts and culture experiences, food trucks, and an annual selection of special events from interactive live theatre and opera to food and beverage-based special events.

The F&MM takes place on the grounds of cSPACE Projects, an award-winning place-making renovation to the historic King Edward School, which created a public "playground for creativity, community and collaboration"; an arts hub, innovative venue and coworking space for Calgary to experiment, explore and spark change.

We are located in South Calgary, at the nexus of five SW inner-city communities, just 3 minutes from 17th Avenue and 10 minutes from downtown, the F&MM connects local farmers, vendors and sponsors with shoppers from the inner-city and from afar.

Consistently ranked one of the top three farmers markets in Calgary, the Farmers & Makers Market at cSPACE (F&MM) offers you association with a well-respected organization working to support family farmers, and local food, beverage and craft artisans while promoting sustainable, shop-local lifestyles, creative living and community connectedness.

A leader for local in Calgary, the Farmers & Makers Market at cSPACE is a top-notch organization and an outstanding partner for businesses and organizations looking to connect with Calgarians in a meaningful way.



TOP REASONS TO SPONSOR THE FARMERS & MAKERS MARKET AT cSPACE

REACH more than 20,000 VISITORS annually at our vibrant farmers market, and through our robust online presence.

PROMOTE your company or organization's commitment to quality, local economy, community, creative living, and/or sustainability.

ENGAGE with visitors face-to-face in a relaxed, comfortable, feel-good environment.

LAUNCH a new product or promotional campaign, and gather new customer/supporter leads

CONNECT with visitors aligned with your business or organizational values and target demographics.

SUPPORT a highly regarded nonprofit providing essential services and vibrant gathering spaces for local food and artisan producers and community members of all ages.



OUR AUDIENCE

Market Visitors

1500-2500 weekly visitors, 20K+ annually
65% shop the market weekly
Families, singles, empty-nesters, avg. age 30-34
\$126k median household income
Average household size 2.2
72% Post-secondary educated

Consumer Style

Community and creative experiences, active lifestyles, quality local food & beverage, urban living, sustainability, supporting small businesses

Geography

Calgary inner-city SW area residents (Altadore, South Calgary, Upper & Lower Mount Royal, Garrison, Richmond, Bankview, Beltline, and surrounds), visitors city-wide and tourists from abroad

DIGITAL REACH

25K unique website visitors
7K+ Instagram followers
2500+ Facebook followers

ABOUT THE FARMERS & MAKERS MARKET

Saturdays, May through October 10am - 2pm
1700 Block between 29th & 30th Avenues SW in South Calgary/Marda Loop.

Our Alberta Approved Farmers Market, on the beautifully landscaped grounds of cSPACE, welcomes up to 2500 shoppers on a summer Saturday. Locals from near and far, along with visitors from around the world, flock to the market to browse as many as 60 vendor stalls, enjoy live music, food trucks and children's arts & culture experiences, and explore the galleries and artist spaces inside cSPACE.

SPONSORSHIP OPPORTUNITIES

Through vibrant weekly events and robust digital media, we connect with thousands of shoppers every week, and you can, too! The following gives an overview of sponsor benefits and opportunities. All sponsorship packages can be customized to meet your specific marketing objectives and budget.

ANNUAL SPONSOR MARKET STAGE PRESENTER

Sponsor our Market Stage for the season, one of the most popular market attractions every week. We offer one of these sponsorships per year for an investment of \$8000.

At Market benefits can include:	Digital benefits can include:
On-site visibility with banner at high-visibility location (at the market stage) for the entire season	Logo display with link on F&MM website events page and on sponsor page with company description
Promotional booth at up to eight market days throughout the season	Logo and link as “presenting sponsor of the Market Stage” on the F&MM website music page
Opportunity to distribute collateral at market info booth every market	Monthly (6) dedicated social media promotions with sponsor logo and link
Recognition at all special events throughout the season	Weekly social media tag, link and recognition on Market Music promotional post

COMMUNITY BUILDER SPONSOR KIDS ARTS & CULTURE PROGRAM

Support creative engagement activities and explorations for young people age 5 and up at our Kids Arts & Culture Program. We offer one of these sponsorships per year for an investment of \$10000.

At Market benefits can include:	Print and digital benefits can include:
On-site recognition as a major Program sponsor, logo inclusion on all site signage	Logo display with link on F&MM website events page and on sponsor page with description
Opportunity to distribute collateral at market info booth every market	Logo inclusion on all print media for the season
Get in front of our visitors! Promotional booth available	Social media tag, link and logo recognition on Kids Arts & Culture Program promotional posts



PRESENTING SPONSOR

Support our ongoing operations, new programs and outreach.

We offer only one of these exclusive, high-value sponsorships per year for an investment of \$12,500.

At market benefits can include:	Digital benefits can include:
On-site visibility with banner at high-visibility location (the market welcome tent) for the entire season AND logo on major market signage and all print media	Logo display with recognition and link on F&MM website home page and most prominent on sponsor page with company description
Promotional booth at up to TEN market days	Monthly (11) social media promotions with logo and link
Your branded collateral at our market welcome booth	Weekly social media tag and recognition on market post
Recognition at all special events throughout the season	2 paid social media cross-promotional advertisements with tag, link and recognition

MEDIA PARTNERSHIPS

We invite and appreciate in-kind media partners. For media sponsorships over \$3000 in value:

At market benefits can include:	Digital benefits can include:
Onsite announcement (a-frame or pull-up banner) promoting your presence at the market	Logo display with link on F&MM sponsor page with company description
Your branded collateral available to shoppers at our market welcome booth for the season	Monthly social media mention for the duration of in-kind services

EXHIBITOR OPPORTUNITIES

We welcome special exhibitors (single-day or limited engagement) that complement our vendor mix, enhance shopper experience, and align with the values of our Market and community. In exchange, we offer an outstanding opportunity for face-to-face engagement, product sampling and lead generation for brands/businesses seeking to connect with our audience. Pricing ranges from \$750 - \$2500 depending on your company size and market attendance. Opportunities can be customised for each exhibitor, based on your size/footprint and logistical requirements.

At market benefits can include:	Digital benefits can include:
Onsite announcement (a-frame or pull-up banner) promoting your presence at the market	Social media promotion (additional)
Your branded collateral at our market welcome booth	Mention of your exhibit day in our monthly newsletter

For more information and to discuss opportunities at the Farmers & Makers Market at cSPACE, please contact our Board Vice Chair, Tagen Simpson at earthmarketoperations@gmail.com