



CANTON FARMERS MARKET

The Canton Farmers Market is committed to securing the future of our local food system by supporting sustainable farmers, encouraging economic development within our community, and expanding access to fresh and nutritious food.

We are proud to be part of the revitalization of Downtown Canton and invite you to join us!

What makes the market special?



- A vibrant 4th Street that promotes the entrepreneurial efforts of local small-scale farmers, growers, producers and artisans
- Live music and an atmosphere that encourages community, education and living a healthy life
- Increased access to fresh locally produced and nutritious foods through our Nutrition Access programs SNAP/EBT, WIC & Senior Nutrition

How do we promote



Digital Marketing: The market is promoted actively on Facebook & Instagram, via a bi-monthly eNewsletter to 3,000+ subscribers and on the Visit Canton & Downtown Canton Partnership websites.



Web: This season, a **brand-new website** will feature all vendors, community partners and sponsors with photos/logos and links to their websites. It will also feature a weekly calendar and special event details.



Partnerships: We partner with local organizations & businesses to spread the word about the market



Traditional Marketing: Large road signs at main intersections around town, flyers, onsite sandwich boards and rack cards are utilized.

2024 Facts

4.7/5 ★ Customer Satisfaction Survey Results

1k+ weekly shoppers

Average shopper spends \$30 each market

65% eNewsletter open rate

Online Reach

Facebook: 10k+

Instagram: 1.2k+

eNews Subscribers: 3k+

Monthly website views: 1.5k+

SPONSORSHIP PACKAGES

DESIGN YOUR OWN: Let's work together to create a unique package that suits your needs.

**For inclusion in print materials, sponsorship application must be secured in advance of print deadline.



NUTRITION CHAMPION

\$2,500

- Support facilitation of food programs for SNAP, WIC, and Senior Nutrition
- Logo displayed on banner, sandwich board and rack cards
- Personalized social media post with mention on weekly social media posts
- Logo and links on website and bi-weekly eNewsletters
- Option to set up at the market on 3 dates of choice



SPECIAL EVENTS

\$1,250

- July 12 - Kids Market
- August 9 - Farmers Market Week
- August 30 - Tomatopalooza
- Sept 6 - Studio Art Stroll
- Sept 27 - Fall Fest
- Get listed as the presenting sponsor of your special event of choice.
- Logo displayed on sandwich board & website
- Personalized social media post and eNewsletter article.
- Option to set up at the market on event date



POWER OF PRODUCE

\$2,500

- Provide children with weekly access to food-based education, an activity, market bucks & produce to sample
- Logo displayed on banner, sandwich board and rack cards
- Personalized social media post with mention on weekly social media posts
- Logo and link on website and bi-weekly eNewsletters
- Option to set up at the market on 3 dates of choice



CULTIVATING SPONSOR

\$500

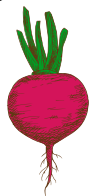
- Space to set up onsite to promote your business/organization on 3 market dates of choice
- Personalized social media post
- Logo and link on website and bi-weekly newsletters



SPROUTING SPONSOR

\$200

- Space to set up onsite to promote your business/organization on 1 market date of choice
- Personalized social media post
- Logo and link on website and bi-weekly newsletters



FEEL THE BEET

\$1,500

- Provide the community with weekly live music & a hospitality tent.
- Logo displayed on sandwich board and rack cards
- Personalized social media post with mention on weekly social media posts
- Logo and link on website and bi-weekly eNewsletters
- Option to set up at the market on 1 date of choice



ADVERTISE WITH US!

\$500

- Banner logo on website front page for 1 month
- Personalized social media post
- Logo and link on website
- Personalized article & logo in an eNewsletter

Sponsor Guidelines

The Canton Farmers' Market will be held on **4th Street NW**, alongside the 4th Street Shops, in between Cleveland Ave & McKinley Ave. It will be open **every Saturday, from June 28th until October 4th, from 10am-1pm.**

****Due to the Hall of Fame Parade, the August 2nd market will be open from 12-3pm.****

For GPS: 340 4th St NW, Canton, OH 44702

- **Sponsors may begin to set up, starting at 8:30am.** *NOTE: Market staff will not be onsite prior.*
- All set up must be complete prior to the market start time.
- All sponsors must stay until the market closes. Early booth breakdowns and departures are prohibited.
- Open RAIN or SHINE, but not in inclement weather. The market will not be cancelled in advance due to unfavorable forecasts (*unless a Severe Weather Warning*). However, should inclement weather occur in 44702 during market hours, it will close early out of respect for everyone's safety.
- Sponsors setting up onsite are responsible for being self-sustainable and providing their own tents, 25lb+ weights in all 4 corners, tables, chairs & displays.
- After unloading at your spot, park across the street in the Timken High School Parking lot.
- Most spaces are 10x10. Flexible sized & electric access spots are available by request.
- Participants must keep their display within their allotted space, unless prior permission is obtained.
- If unable to arrive by 9:30am, please do not plan to participate on that date. No refunds available.
- All participants will respect the integrity of the market, its customers and each other, at all times.
- No loud music, shouting at shoppers, unleashed pets, firearms or smoking on premises.
- Participants must wear proper attire and keep their area clean and free of debris during the market. Then, promptly remove all personal items and dispose of all trash at the conclusion of each market.
- Participants are encouraged to assist in promoting the Canton Farmers' Market.
- Any dispute concerning products, rules or regulations must be appealed in writing to Know Your Roots. Know Your Roots has final say in settling any disputes presented. Know Your Roots has the discretion to ban participants and/or guests from the market.
- Know Your Roots shall have the discretion to deny any application should it be determined to violate the "spirit of the market." The spirit of the market includes, but is not limited to, a spirit that fosters community and inclusivity, and showcases vendors and their products primarily. Divisive, discriminatory, hateful, or non-inclusive ideology and/or information shall automatically be deemed in violation.
- No participants shall be involved in political or religious campaigning of any kind and the distribution of information that is political or religious related shall be prohibited at the Canton Farmers' Market.

Sponsor Application

To become a Sponsor for the 2025 Canton Farmers' Market, please complete the form below and submit with payment to **Know Your Roots** at **9690 Gans Ave NE ~ Canton, OH 44721**.

Applicant Name:	
Organization Name:	
Organization Address:	
Phone Number:	
Website:	
Social Page:	
Organization Mission:	
Package of Choice:	<input type="checkbox"/> Nutrition Champion <input type="checkbox"/> Cultivating Partner <input type="checkbox"/> Music & Hospitality <input type="checkbox"/> Sprouting Partner <input type="checkbox"/> Power of Produce <input type="checkbox"/> Design Your Own <input type="checkbox"/> Special Events <input type="checkbox"/> Advertise with Us

Upon receipt/acceptance of this sponsorship/partner agreement, you will be contacted within 5-7 days to begin setting up your sponsorship options and dates.

Printed Name: _____

Signature: _____

Date: _____

Check all dates, that you are interested in attending the market.

- | | | | | |
|--|---------------------------------------|---------------------------------------|---------------------------------------|------------------------------------|
| <input type="checkbox"/> June 28 | <input type="checkbox"/> July 5 | <input type="checkbox"/> July 12 | <input type="checkbox"/> July 19 | <input type="checkbox"/> July 26 |
| <input type="checkbox"/> August 2** | <input type="checkbox"/> August 9 | <input type="checkbox"/> August 16 | <input type="checkbox"/> August 23 | <input type="checkbox"/> August 30 |
| <input type="checkbox"/> September 6 | <input type="checkbox"/> September 13 | <input type="checkbox"/> September 20 | <input type="checkbox"/> September 27 | <input type="checkbox"/> October 4 |