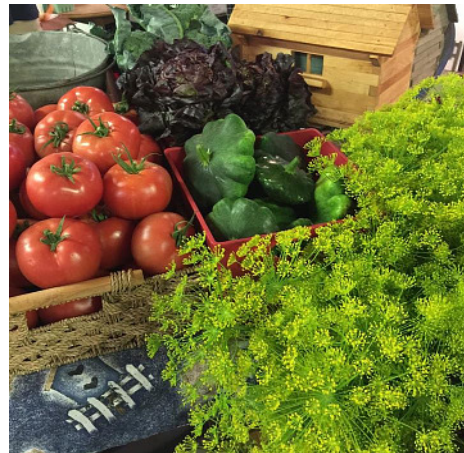


MILL MARKET

FARMERS MARKET & THE MILL FLEA



SPONSORSHIP PACKAGE | 2016



ABOUT MILL MARKET & THE MILL FLEA

Mill Market is conveniently located right off the Hub Trail, just steps away from the Ontario locks and the scenic St. Mary's River waterfront. Grown, raised or crafted by Northern Ontario's farmers, ranchers, fishermen, artists and artisans; Mill Market brings the best of our lakes, fields and forests to the heart of the historic Canal District in downtown Sault Ste. Marie. From farm to table, Mill Market connects Northern Ontario farmers to local consumers strengthening the local food economy and nurturing healthy communities. Mill Market is a place to find fresh food, good people, culinary delights and artisan crafts.

The reuse of the former Municipal Fish Hatchery building as a Regional Food Hub and Farmers' Market speaks to the resourcefulness and dedication that Mill Market management has to sustainable development. In its current location at 35 Canal Drive, in the Municipal Fish Hatchery building across from the Francis H. Clergue Generating Station and Whitefish Island, Mill Market has 13,000 square feet of indoor space, 15 acres of property for green parks and community gardens, ample vehicle parking, and easy accessibility via public transit, bike or foot.

Mill Market is open on Wednesdays, Saturdays as a Farmers Market and Sundays as The Mill Flea year round. In addition to being a healthy food hub and artisan fair, Mill Market features live entertainment weekly and educational programming. Mill Market's annex houses Entomica Insectarium; if you're looking for something fun and educational to do with the whole family, check out Entomica at Mill Market.

Mill Market is a project of Destination North, a not-for-profit tourism generator in Algoma.

At Mill Market you'll come for the freshly grown produce, locally-raised meats, baking, gourmet prepared foods, plants, flowers and artisan crafts, and family fun but we promise you'll stay for the friendly faces and good conversations.

QUICK MARKET FACTS

- ✓ Mill Market regularly hosts 3,000 visitors weekly!
- ✓ Mill Market is open twice a week as a Farmers Market, and once a week as a Flea Market!
- ✓ Mill Market boasts over 90 vendors throughout the year!
- ✓ Mill Market is the first Farmers Market to be open indoors and outdoors all year round in Northern Ontario!
- ✓ Only two years old, Mill Market has been awarded the Premiers Award for Agri-Innovation Excellence & Sault Ste. Marie Tourism's Business of the Year; Lake Superior Magazine named us one of the Best Farmers Markets on the Lake.
- ✓ Mill Market encourages community collaboration with partnerships with Sault College and Laurentian University students!
- ✓ Mill Market social media campaign has over 7,500 followers!
- ✓ We celebrate the seasons with multiple Annual Events including; Mill Market Anniversary & Butter tart Competition, Apple Festival, Cob N Cut!

ABOUT DESTINATION NORTH DISCOVERY GROUP

Destination North Discovery Group is a private, non-profit, social enterprise working for the development, operation, and fulfillment of the *Northern Experience* centered in Sault Ste. Marie, Ontario.

DNDG supports innovative destination attractions that catalyze economic development, showcase Sault Ste. Marie as a year-round destination and as a twin-city gateway across North America. DNDG creates regional attractions that promote Sault Ste. Marie's natural beauty, which are appreciated by tourist and locals alike.

CANAL DISTRICT COMMUNITY GARDEN

A community garden is a place where people with a passion for community, gardening and delicious food come together to cultivate and harvest in a safe, inclusive and friendly environment. Community gardens are community builders!

ENTOMICA

Insects possess an outstanding ability to create a spark of curiosity that will lead to a passion for lifelong learning and discovery. Entomica showcases insects to our visitors and uses their fantastic forms and diversity to provide inspiring and educational experiences through public and private tours, curriculum, and events.

DISCOVERY CAMPS

Our camps are hands-on adventures that take kids on a voyage from the everyday to the exotic. Located in the heart of the Canal District, Discovery Camps are accessible to all children providing a curiosity in nature, food, storytelling and art.

SPONSORSHIP

Community support is integral to Mill Market's viability and success. Volunteers and Sponsors:

- ✓ Enable the market to reach more consumers, both local and visiting, through increased marketing and program support
- ✓ Provide financial support for community outreach programs
- ✓ Generate awareness and growth about the market and location created products through print materials
- ✓ Facilitate the development of new program partners
- ✓ Aid in the recruitment and training of new market vendors and creation of small business entrepreneurs
- ✓ Provide additional resources to increase agriculture and food tourism & security
- ✓ All the market to build capacity, providing infrastructure necessary to deliver a variety of services beneficial to our community and the local economy.

Don't see what you're looking for below? We are happy to customize sponsorship packages to meet your personal or company needs – just get in touch!

OUR SPONSORSHIP GOALS & PHILOSOPHY

Mill Market seeks to collaborate with businesses, institutions, organizations and individuals that align with our goals. As our sponsor, you will have a unique opportunity to engage with our customer base onsite and through social media and promotional campaigns.

GOLDEN EGG SPONSOR \$5000

- ✓ Promotional Booth for your company available at 5 markets throughout the Season OR Naming rights to an area of the Market Building
- ✓ A dedicated banner with your (company) name & logo onsite at the market
- ✓ Acknowledgement on our Sponsor A-Frames, located at the three entrances to the market
- ✓ A profile on our website sponsor page and in the footer of every page
- ✓ Acknowledgement in our publications (e-bulletins reaching over 700 customers)
- ✓ Acknowledgement at our annual events (Anniversary celebration, Apple Festival, Moonlight Market)
- ✓ Your brochure at our Information booth
- ✓ Quarterly acknowledgment in our Social Media Campaigns

SILVER FISH SPONSOR \$2500

- ✓ Acknowledgement on our Sponsor A-Frames, located at the three entrances to the market
- ✓ A profile on our website sponsor page and in the footer of every page
- ✓ Acknowledgement in our publications (e-bulletins reaching over 700 customers)
- ✓ Acknowledgement at our annual events (Anniversary celebration, Apple Festival, Moonlight Market)
- ✓ Your brochure at our Information booth

BRONZE ONION SPONSOR \$1000

- ✓ Acknowledgement on our Sponsor A-Frames, located at the three entrances to the market
- ✓ A profile on our website sponsor page and in the footer of every page
- ✓ Acknowledgement in our publications (e-bulletins reaching over 700 customers)

FRIEND OF THE MARKET \$250

- ✓ Acknowledgement on our Sponsor A-Frames, located at the three entrances to the market
- ✓ Recognition on website's sponsor page and in the footer of every page

IN-KIND AND VOLUNTEER SUPPORT