



NEW WEST FARMERS MARKET

# Sprout Club



## 2025 Sprout Club Season Sponsorship Opportunity

For Summer 2025 New West Farmers Market is excited to bring back Sprout Club! Sprout Club offers free, educational (and fun) activities for children ages 5-12. Sprout Club is hosted weekly during the summer, for 9 weeks in July & August. By participating in Sprout Club, children learn more about food security, nutrition, and the environment while flexing their creativity and having tons of fun.

Participants receive a Sprout Club "passport" and keep it for the duration of the program, earning stamps in their passport as they participate each week. At the end of the summer, participants are entered into a draw to win one of three prize packs that will help them keep learning at home!

### Previous Years' Sprout Club Activities Have Included:

- Growing vegetables from seed
- Creating pinecone bird feeders
- Decorating plant containers
- Making reusable t-shirt tote bags



### Recognition Opportunities

- Presenting Sponsor full-page ad on the Sprout Club passport, which is retained by participants for the full 9 weeks (250+ passports shared in 2024)
- 9 shout-outs in weekly newsletter (1,900+ subscribers)
- 9 shout-outs (once per week) on Instagram and Facebook (combined reach of 15 000+ followers)

### Location and Dates

9 weekly events hosted on Thursdays from 3-7 pm. July 3rd to August 28th at Tipperary Park, New Westminster, BC.

### About the Market

The New West Farmers Market focuses on environmentally sustainable food production by bringing locally grown and produced foods to the community, thereby contributing to local economic development, healthy eating, and food security while connecting with our heritage of having a vibrant city market.

### Investment

\$1000



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