

SPONSORSHIP

Market Proposal

WWW.WMMARKETS.CA

ABOUT WONDERFULLY MADE MARKETS



Wonderfully Made is a collection of markets highlighting both established and emerging handmade artisans, services, and small businesses in Waterloo Region.

Established in 2018, Wonderfully Made (formerly Mamapalooza Handmade Markets) was designed to allow others in the community to have an outlet to grow and promote their business. We first started out by organizing events for moms and fell in love with so many other small business owners in our region. Over the years we've expanded our operation to organizing several upscale handmade markets annually.

WHY CHOOSE US?



COMMUNITY

We pride ourselves in the relationships we've built with our community, local makers and small businesses.



LOVE LOCAL

Wonderfully Made is dedicated to supporting the Canadian craft community by offering makers and entrepreneurs quality opportunities to showcase their work, grow their businesses and make a life doing what they love.

By aligning your brand with our market, you're communicating to consumers that you care. Give your company a memorable advantage when customers are making consumer choices.



REPUTATION

Over the years we've developed a reputation for curating quality events and a strong contingency of returning shoppers who love what we're doing!

WHAT ARE PEOPLE SAYING?



VENDORS

01

WELL ORGANIZED EVENTS

"Well organized and well publicized events. attention to detail and so kind and thoughtful to vendors."

02

AMAZING EXPERIENCE

"Amazing experience! We had so much fun being a vendor at the Holiday Market. Great environment, great venue, and great people."

03

BRAND LOYALTY

"I have nothing but good things to say about WM Markets. I loved the location and vibe of the whole event. There was a steady flow of people and the other vendors had amazing products. I would love to come back to another market."

HAPPY SHOPPERS

"This is one of the best local shopping events in the region! The quality of vendors you are able to bring in is like no other. We get tired of seeing the same thing over and over again at other craft shows, but you have somehow managed to pull together vendors that are unique, top quality, and the best in Canadian small business. Looking forward to returning next year!"

2025 MARKET SERIES

Wonderfully Made Markets brings together the best the small business community that Ontario has to offer, and we want your local business to join in on the fun!



CREATED + HOSTED BY WONDERFULLY MADE MARKETS

01

Spring Market - Saturday, May 3
Catalyst137, 137 Glasgow St., Kitchener, ON
10 AM to 3 PM

02

Holiday Market - Friday, November 21
Catalyst137, 137 Glasgow St., Kitchener, ON
5 PM to 9 PM (DAY 1)

Saturday, November 22
Catalyst137, 137 Glasgow St., Kitchener, ON
10 AM to 3 PM (DAY 2)

BECOME A SPONSOR



Vendors' fees cover the basic cost of operating the markets, but in order to keep vendors' fees as low as possible and still fund meaningful events, Wonderfully Made relies on sponsors to support its goals.

We look forward to bringing your sponsorship to life in a manner that achieves your brand objectives, celebrates craftsmanship, cultivates creativity and connects community. By becoming a sponsor of a Wonderfully Made Market, your business shows a shared commitment to growing a community that is socially and creatively connected, and also economically and environmentally sustainable.

Thank you for your consideration.

Charlene Hone
Founder & Director

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With our prime location, year round events and positive community influence, partnering with us is a great way to get your brand out there.

If you would like to be part of our markets, and grow your brand awareness and community connections, then you are in the right place!



01

Presenting Sponsor - \$800

You are given exclusive brand recognition on our website, social media, and print media. You are also invited to participate with an oversized booth on market day (\$250 value). Chair and table rentals are provided. Sponsors who invest in us and our brand will receive exclusivity for a niche specific product/service of their choice. You'll also receive \$75 to spend at the market or give away to your customers!

02

Corporate Sponsor - \$350

Intended for companies that want to market themselves, not sell anything at the event, give away promo items, and reach a new audience for their services. You'll receive full brand recognition on our website, social media and print. You'll also receive \$35 to spend at the market or give away to your customers!

03

Swag Bag Sponsor - \$300

Your logo can be stamped or stickered on to swag bags that are given to guests for free on market day. You are welcome to include promotional items too!

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04

Friend of the Market - \$200

Intended for companies who want to support the event, no strings attached!

05

In-Kind Collaborator

You have a valuable product or service that you would like to donate for our use on market day. This may include event decor, gifts for our vendors, insurance, print & signage, or marketing.

06

Jingle Bar Sponsor - \$400 [Friday, November 21 ONLY]

Help us create a magical bar set-up for our Holiday Market on Friday, November 29. Funds will be used to rent tables, linens, marquee lights and decor. Guests can sip while they shop or enjoy a refreshing drink at the Jingle Bar. You'll also receive \$40 to spend at the market or give away to your customers!



SPONSOR BENEFITS

	1	2	3	4	5	6
COST PER MARKET	\$800	\$350	\$300	\$200	N/A	\$400
PACKAGE EXCLUSIVITY	EXCLUSIVE	UNLIMITED	MAX 2	UNLIMITED	UNLIMITED	EXCLUSIVE
RECOGNITION ON MARKET ENTRY SIGNAGE	X	X	X	X	X	X
RECOGNITION AND LINK ON WONDERFULLY MADE WEBSITE	LOGO WITH HYPERLINK + BUSINESS HIGHLIGHT	LOGO + LINK	LOGO + LINK	LOGO + LINK	LOGO + LINK	LOGO + LINK
RECOGNITION ON PRINT MEDIA AND FLYERS	LOGO + NAME	NAME ONLY	NAME ONLY		NAME ONLY	NAME ONLY
RECOGNITION ON SOCIAL MEDIA PLATFORMS + EMAIL	EXCLUSIVE FEATURE ON SOCIALS + EMAIL	FACE-BOOK + IG ONLY	FACE-BOOK + IG ONLY		FACEBOOK + IG ONLY	FACE-BOOK + IG ONLY
MARKETING MATERIAL AT ADMISSION BOOTH	X	X				*AT BAR
MARKETING MATERIAL/ PROMO ITEMS IN SWAG BAGS {OPTIONAL}	X	X	X		X	X
BOOTH AT MARKET	14x7' BOOTH	20% DISCOUNT				
MARKET DOLLARS TO KEEP OR GIVE AWAY	\$75	\$35				\$40