



January 2025

Subject: Proposal for \$4500 Funding for Advertising and Promotions for the Tuesday Farmers' Market

I am writing to request funding support for the Tuesday Farmers' Market, a vibrant community event managed by the Salt Spring Community Market Society (SSCMS). The market operates from the first Tuesday in June until the last Tuesday in October, from 2 pm to 6 pm, at Centennial Park. It serves as a crucial venue for local food producers to sell their goods, fostering a local food culture that stewards land, nourishes people, and honors farmers.

The Tuesday Farmers' Market is dedicated to supporting Salt Spring Island food producers by providing a market venue for locally grown and processed food. Our mission is to encourage an integrated food system that stimulates the local economy, provides the community with access to quality local food, and promotes ecologically harmonious methods of food production. We also aim to inspire the community to explore the economic, environmental, social, and health benefits of local food.

To further our mission and enhance the visibility and reach of the Tuesday Farmers' Market, we are seeking \$4500 in funding for advertising and promotions. Our approach will include:

**1. Digital Marketing Campaigns:**

- Social media advertising (Facebook, Instagram)
- Email marketing campaigns

**2. Print Advertising:**

- Rack cards and posters for local distribution (through Contour Grafix)
- Driftwood promotion

**3. Event Promotions**

- Signage for market days
- Promotional materials for special events and seasonal highlights

**4. Community Outreach:**

- Collaborations with community groups and businesses

We believe that with this funding, we can significantly increase the market's visibility during the fall months, attract more visitors, and support our local food producers more effectively. Your support will help us continue to build a thriving local food culture on Salt Spring Island.

Thank you for considering our proposal. We look forward to the opportunity to discuss this further and explore how we can work together to achieve our shared goals.

Sincerely,

Sue Earle

Treasurer, SS Community Market Society

Email: [duckcreek@gmail.com](mailto:duckcreek@gmail.com)