



2026 Sponsorship Opportunity

2026 IS OUR
13th SEASON!



BE PART OF THE COMMUNITY!

2026 is our 13th season of the Sooke Night Market! Since 2014, the Sooke Region Museum has been hosting a weekly Thursday Night Market during the summer. Each year the market grows in popularity among vendors and patrons.

As a member of the BC Farmers Market Association, we are part of the Market Nutrition Coupon Program that provides farmers' market coupons to lower-income families, pregnant people and seniors.

Plans for 2026:

- 13 markets from 5 June to 79 August
- 30+ vendors each week
- 26 live musical performances, 2 each week, including karaoke each month
- Sooke Region Museum, Moss Cottage and Triangle Island Lighthouse open for visits
- estimated attendance of 400-600 visitors each week!



The Sooke Night Market is the place to be on Thursday night for food, music, art, history - a true social and cultural experience.

Sponsoring the Sooke Night Market is an opportunity to connect your brand to this community of locals and tourists and to demonstrate your commitment to a local, connected, and creative Sooke.

Your support drives economic growth and enhances the Sooke community. Farmers' markets play a vital role in promoting sustainable agriculture. Together, we're building a thriving local economy. We have a very unique offering with this market at the Sooke Region Museum among the outdoor exhibits.

Be a part of this community gem and help support our local community and economy. Sponsors keep a community tradition going. It's what makes Sooke...Sooke!

SPONSORSHIP OPPORTUNITY #1: Hatch & Hype



Support new farmers and food producers by sponsoring the Hatch + Hype tent

The Sooke Night Market offers a Hatch & Hype tent for new farms and food producers. Hatch + Hype offers a dedicated tent space and marketing materials to showcase and support new food producers or existing food producers with new products. Sponsorship funds will cover the cost of the vendor fee and marketing costs associated with this program.

SPONSORSHIP OPPORTUNITY #2: Music at the Night Market



Support live music and local musicians by sponsoring Music at the Night Market

Music is key to creating an ideal market atmosphere and musicians are an important part of the fabric of our community.

2 stages every week, sponsor 1 or both!

Tent Stage | Main Stage

Both stages feature live music for three hours during each market. A pool of talented local musicians, each brings their own unique style including Latin, jazz, country, folk and many more.

Your sponsorship will pay these artists for bringing their energy and joy to the market.

SPONSORSHIP OPPORTUNITY #3: Full Market Sponsor



Support the full market for highest visibility for 13 weeks

Ensuring the musicians are compensated, the Night Market is promoted and new farms and artisans have opportunities to grow their business contributes to job creation, income generation and increased spending within the community.

Bonus: your brand is associated with a convivial community event that builds connections and a sense of pride.

SPONSORSHIP BENEFITS

	MARKET SPONSOR \$4,000	MUSIC SPONSOR \$2,600	STAGE SPONSOR \$1,300	HATCH & HYPE \$500
Logo on Sooke Night Market webpage				
Logo on Sooke Region Museum e-newsletter during the market season				
Inclusion in season launch press release & social media post				
Social Media mentions weekly				
Tent space Sponsors will be eligible for a 10' x 10' tent space for two Market Dates per season.				
Onsite signage/banner with logo				
Your banner for both stages every week				
Logo on print and promotional materials				

Social Media

Instagram 2k followers | Facebook 3.6k followers

-Majority of Instagram followers are female aged 25-55 and Facebook followers are 25-55+

-40% of followers are from the Sooke area, 16% Victoria and 11% from Langford

-Reach of 34,619 on both platforms during the period

Newsletters: 500 subscribers

-Recognition in monthly newsletters June, July, August

INTERESTED?

For more information contact:

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