11th International Public Markets Conference

Toronto • June 8–10, 2023

Sponsorship Invitation

Project for Public Spaces
For over 35 years, the International Public Markets Conference has brought together visionary market managers, community advocates, and civic leaders to explore the changing forces that are shaping public markets today.

Organized by Project for Public Spaces, the conference has become a celebrated forum for strategic partners in the fields of public health, community development, food systems, and social policy. As our first fully in-person conference since 2019, the International Public Markets Conference is a much awaited opportunity to reconnect as we recover and rethink in the wake of the coronavirus pandemic.

**About the Conference**

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**2023 Theme: Setting a New Table**

This year’s conference theme is Setting a New Table. Public markets have the potential to benefit towns, cities, and regions in countless ways, from fostering food justice to offering economic opportunity for people from all walks of life. However, many communities currently do not have access to these benefits, and existing decision-making processes often keep those inequities in place.

In order to create market systems for all, market leaders must do more than get a seat at the table—we must work with everyone who has been left out to reimagine the table entirely. This is especially important as we adapt to long-term changes brought about by COVID-19 and consider the impacts of new technologies. To that end, we aim to deliver a conference program that supports market managers, policymakers, and advocates in putting promises of a fairer food system, fairer economies, and social cohesion into action.
About the Host City: Toronto

Toronto, Ontario, Canada, boasts one of the most resilient and diverse market systems in North America, with more than 200 public markets and food initiatives in neighborhoods across the city. This makes it the perfect place to collectively imagine a citywide market strategy and mobilize partnerships to make it happen.

Attendees will have the opportunity to observe this process in action, as the City of Toronto, St. Lawrence Market, and the newly formed Market City TO bring a variety of stakeholders together to drive forward plans that recognize the importance of public food infrastructure in building a livable city of the future. This coalition seeks to build upon a strong foundation of equity-focused work in the city, including innovative programs like a citywide Black Food Sovereignty Plan and Canada’s first Afro-Carribbean Farmers’ Market, both championed by community-based nonprofit Afri-Can FoodBasket, as well as Greenbelt Markets’ Equity in Farmers Market Toolkit.

Sponsorships will help us bring these inspiring local stories and best practices to our global audience of market leaders.

“This is an exciting moment for Toronto as we have been chosen to host the International Public Markets Conference in 2023. This conference will be an opportunity to welcome market leaders from around the world and to showcase Toronto’s thriving public markets and neighbourhoods to a global audience.”

—Mayor John Tory, City of Toronto

Photo credits: Top by St. Lawrence Market Complex, South Market; Bottom left by Scadding Court Community Centre, Market 707; Bottom right by Stackt Market.
Why Sponsor?

When you sponsor the 11th International Public Markets Conference, you will have the opportunity to form lasting connections that advance your mission and drive positive change in one of the world's leading Market Cities.

Your impact will extend well beyond the three days of the conference, helping to fulfill Toronto’s goals as a Market City and promoting the field of public markets globally.

- Reach a passionate global audience of market managers, consultants, nonprofit leaders, policymakers, and researchers
- Directly support attendees and local organizations through scholarships, paid workshop facilitation, and a Market City campaign
- Network with international thought leaders working at the intersection of inclusive economic development, health equity, placemaking, and resilience
- Support the launch of a new professional network to better connect public market stakeholders and advance the field for the long term

**ONLINE AUDIENCE AND REACH**

- **10.9m** social media impressions during most recent PPS conference
- **256.4k** followers across social media
- **48.9k** newsletter followers
- **1.1m** unique website page views in 2021

**ATTENDEE PROFILE**

- **300+** participants from 115 cities and 36 countries
- **1** in **4** attendees is the executive or founder of their organization
Sponsorship Opportunities

Project for Public Spaces is pleased to offer several sponsorship options for the 11th International Public Markets Conference. Each level includes on-site benefits and promotional opportunities while offsetting crucial expenses for Project for Public Spaces and other nonprofit organizations represented at the event. All levels and benefits are in US Dollars.

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<thead>
<tr>
<th>25K • PLATINUM</th>
<th>10K • GOLD</th>
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<tbody>
<tr>
<td><strong>Limited Spots Available</strong></td>
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<tr>
<td>• 6 conference registrations</td>
<td>• 4 conference registrations</td>
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<td>• 6 conference registrations donated as scholarships</td>
<td>• 4 conference registrations donated as scholarships</td>
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<td>• 6 tickets to VIP luncheon</td>
<td>• 4 tickets to VIP luncheon</td>
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<td>• Promo item in tote bag for all attendees</td>
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<td>• Sponsor of select conference local tour/mobile workshop</td>
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<td>• Sponsor of opening party (exclusive shoutout, signage and program recognition)</td>
<td>• Sponsor of coffee break or similar hospitality moment (signage and program recognition)</td>
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<td>• Speaking opportunity at opening plenary</td>
<td>• Includes all media promotion from the Bronze package in addition to shoutout in PPS newsletter</td>
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<td>• Featured content in the Project for Public Spaces blog</td>
<td>• Founding $2k sponsor of Market Cities network*</td>
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<td>• Logo on lanyard or tote bag (co-branded with Project for Public Spaces)</td>
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<td>• Leading logo in all media promotion from the Bronze package, in addition to individual slide in plenary slideshow, and exclusive shoutout on social media, Market Cities newsletter, and PPS newsletter.</td>
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<td>• Founding $5k sponsor of Market Cities network*</td>
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**5K • SILVER**

• 2 conference registrations
• 2 conference registrations donated as scholarships
• 2 tickets to VIP luncheon
• Promo item in tote bag for all attendees
• Includes all media promotion from the Bronze package

**2.5K • BRONZE**

• 1 conference registration (or scholarship)
• 1 conference registration donated as a scholarship
• Shout out on PPS social media with sponsors at this level
• Shout out in Market Cities newsletter with sponsors at this level
• Logo on conference website
• Logo in plenary slideshow
• Company profile on event app

*After hosting conferences for many years, we understand the importance of connecting to a network of market practitioners in a way that is engaging, convenient and informative. We are in the process of formally expanding our network in an exciting way and a portion of your $10k or $25k sponsorship would serve as a founding contribution.*
This event is hosted by Project for Public Spaces, a nonprofit that has directly helped more than 3,500 communities in over 50 countries to build stronger and more dynamic public spaces by inspiring others to collectively re-imagine and reinvent public space at the heart of every community.

The Market Cities Program is a partnership between Project for Public Spaces, HealthBridge Foundation of Canada, and Slow Food International. The program strengthens the regional systems behind the market stalls, connecting and supporting a diverse set of stakeholders through research, specialized training, and a network of peers. This partnership grew out of Project for Public Spaces’ long-running program supporting the design and management of public markets, which began with the first International Public Markets Conference in 1987.

Background photo by Luis Alburquerque, Evergreen Brick Works Farmers’ Market.

CONTACT US

We are committed to creating sponsorship packages that resonate with our sponsors’ goals. If you would like to sponsor the event in a different way, please let us know, and we can tailor a package for you.

For additional information, please contact:

Rebecca Weiser
rweiser@pps.org