



Seedy Sunday 2026 Sponsorship

Event Details:

10am – 3pm
Sunday, March 01, 2026

Nanaimo District Secondary School
355 Wakesiah Avenue

Contact

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About Us

Established in 2001, Nanaimo Foodshare Society is committed to building food security by connecting the Nanaimo community with essential food resources, skills, and knowledge. We provide education on nutrition, gardening, and food preparation, empowering individuals with practical skills. Our initiatives focus on strengthening community capacity to access affordable, healthy food. Nanaimo Foodshare also supports local, sustainable food systems, advocates for effective food policies, and develops coordinated strategies to enhance food security. Events like Seedy Sunday bring the community together to learn and share locally adapted plants and seeds, fostering collaboration and resilience.



Vision

Our region has sustainable access to nourishing food and food knowledge.



Mission

We empower community members with skills, tools, and access to local and nourishing food.



About Seedy Sunday

Nanaimo Foodshare Society and Nanaimo Community Gardens are hosting Nanaimo Seedy Sunday on March 01, 2026. This annual event brings the community together to connect with local seed producers, eco-friendly artisans, gardening and environmental organizations, and to attend free educational workshops focused on growing local food. As a key fundraiser for both organizations, it provides a unique opportunity for double the sponsorship exposure while supporting valuable community programs.

Event Highlight

Over 1,400 attendees

A strong turnout from the mid-Vancouver Island region, providing excellent visibility for your brand.

70+ vendors

Featuring local seed producers, eco-friendly artisans, and gardening experts from Vancouver Island and the Gulf Islands.

Workshops and networking:

Free educational sessions and opportunities to connect with like-minded organizations and individuals.

Community-focused

A hub for food growers, gardening enthusiasts, and sustainability advocates.

Event Schedule

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Vendors:

- 70+ Indoor Vendors in 2 gymnasiums and the cafeteria showcasing local farms, gardens, and horticulture.
- 6 Outdoor Vendors stationed at the entrance for additional accessibility.
- Student-Led Tables: Approximately 6 school-run vendor booths.

Food Options:

- 1 – 2 Food Trucks in the parking lot.
- Cafeteria Soup Kitchen led by a local nonprofit or school program.

Volunteers:

40 community members and organizations will help with – Parking assistance, unloading/loading, vendor support, set-up & clean-up, entry management, raffle coordination. Guests: We anticipate 1,500+ attendees from the local community.

Educational Opportunities:

6 Expert-Led Workshops scheduled throughout the day on topics like sustainable gardening and horticulture best practices.

Outreach:

- Signage:
 - 12 directional signs placed across the community on event day.
 - Four large 4x4 signs placed in high-traffic areas starting one month prior.
- Social Media:
 - Active Facebook & Instagram event pages with regular posts 6 weeks leading up to the event.

Raffle Draw:

A raffle table with 10 gift baskets featuring items from vendor tables.



Sponsorship Packages

Champion

As a Gold Sponsor, your business will receive premium acknowledgment and visibility:

1. Recognition on the Nanaimo Foodshare website.
2. Logo featured on sponsorship acknowledgement poster during event.
3. Sponsors name will be mention in the Facebook Event Detail Section.
4. Sponsor's Logo placement included on print promotional flyers & posters.
5. Exclusive mention as sponsor on event promotion posts on social media. These posts will be further boosted to ensure a larger audience reach throughout the island.
6. Multiple mentions across various platforms.
7. Sponsorship amount \$750.

Community Builder

As a Silver Sponsor, your business will enjoy significant acknowledgment:

1. Recognition on the Nanaimo Foodshare website.
2. Logo featured on sponsorship acknowledgement poster during event.
3. Acknowledgment in the Facebook Event Detail Section.
4. Mention along with other sponsors on event promotion posts on social media. These posts might be further boosted to ensure 5k -7k audience reach throughout the island.
5. Sponsorship amount \$500.

Supporter

As a Bronze Sponsor, your business will receive valuable exposure:

1. Recognition on the event website.
2. Logo featured on sponsorship acknowledgement poster during event.
3. Sponsors name will be mention in the Facebook Event Detail Section.
4. Sponsorship amount \$250.

Sponsor's Checklist

	Champion	Community Builder	Supporter
Logo & Name Recognition in Foodshare's Website	✓	✓	✓
Logo & Name mention in the Sponsorship Acknowledgement Event Poster	✓	✓	✓
Name mention in the Facebook Event Details Section	✓	✓	✓
Logo & Name mention in the event promotional Poster & Flyer	✓	✗	✗
Logo & Name mention in the event social media promotional posts	Exclusive mention (paid promotion in social media)	Mention along with other sponsors	✗
Mentions across various other platforms	✓	✗	✗

Photos from Past Seedy Sundays



Let's talk!

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