



NWMRKTproud is a fundraising initiative designed to foster community spirit by raising money to support The Newmarket Food Pantry and also to draw awareness to what a great town Newmarket is to live and work in.

This grass roots campaign created by friends, Rebecca Gardiner and Joanne Sweers, raised over \$27,000 in 2023 between toque and T-shirt sales. This year, the focus is on June 3rd with the launch of the NWMRKTproud Pride 2024 T-shirt campaign at Market Brewery. Our goal is to meet or exceed last year's total in the month of June, culminating with the Pride Festival. Life has become more challenging for those most vulnerable in our community and this campaign will go a long way to help support the efforts of our great food pantry in combating food insecurity.

T-shirts will be available to everyone making a \$20 donation. Sponsors will have their company name and logo printed either on the back of the shirts or on the shirt sleeve and will be included in our signage as well as in all print and social media.

Corporate sponsorship is \$250/\$500

These sponsorships will go a long way to reach our goal of \$30,000. We are looking to cover the material and printing cost of the T-shirts so that the maximum donation goes back to The Food Pantry. Your company name and logo will be placed on the back of the T-shirt.

We will be promoting these NWMRKTproud T-shirts at the Farmer's Market for several weekends prior to the Pride Parade weekend, we have an event planned on June 3rd at Market Brewery and will have a presence at The Pride Festival and Parade on June 15th. We are also looking at the possibility of partnering with local businesses to provide an in-house discount on products and services by wearing their NWMRKTproud toques or T's.

How can you participate?

- \* Corporate Sponsorship - \$250 or \$500
- \* Provide gift certificate or product basket for silent auction table at Market Brewery on June 3rd
- \* Promote the campaign at your place of business through posters, social media, provide a discount to individuals wearing NWMRKTproud toques or T's
- \* Purchase T-shirts for yourself and your staff
- \* All of the above

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**NWMRKT**proud