

The 9th Annual **Beaumont Night Market**

Sponsorship Opportunities



Beaumont Night Market | Nov 14, 2026 | 3pm - 10pm



EmpoweringWe.net

The Beaumont Night Market is made possible by Empowering Women Entrepreneurs.

At **Empowering Women Entrepreneurs (EWE)**, our mission is to foster community development, economic resilience, and local innovation. As a registered non-profit organization in Beaumont, Alberta, we strive build platforms that allow grassroots entrepreneurs to grow.

The Beaumont Night Market is EWE's flagship annual initiative. Now entering our 9th year of production, the BNM is a highly anticipated community tradition. **We invite your corporation to join us as an official sponsor for this year's market.** By aligning your brand with this proven event, your marketing dollars directly fuel the growth of Alberta's independent small businesses.



Photo taken at 2025 Beaumont Night Market.

The BNM features a distinct, intentional two part flow (day to night transition) designed to maximize attendee dwell time and corporate visibility.

By The Numbers

We understand that corporate committees invest in events with a track record. Our historical data demonstrates a highly engaged, loyal, and economically impactful audience:

4,000+ Active Attendees: A massive crowd packed into a single, high energy day.

70+ Curated Alberta Vendors: Showcasing the very best in local services, craft, design, and artisanal food.

100% Interactive Engagement: Powered by our market wide scavenger hunt which places game cards into the hands of every attendee, driving crowd traffic to all corners of the venue.

\$50,000+ Local Economic Impact: A conservative estimate of the direct capital injected into the our small businesses during the event.

25+ Dedicated Volunteers: Driven by a passionate community crew and a core team of local organizers who bring this massive infrastructure to life.

The packages listed are flexible frameworks. We welcome the opportunity to mix, match, or build a custom sponsorship package that aligns with your brand.

Title Sponsor

\$5000 (1 Available)

Major Sponsors

\$2500 (2 Available)

Decor Sponsors

\$750 (4 Available)

Ewe Crew Sponsors

\$500 (Open)

Artisan Supporters

\$100 minimum (Open)

Title Sponsor | \$5000 (Exclusive)

The most prestigious alignment available, offering category exclusivity and maximum brand integration across all pre-event, on-site, and post-event touchpoints.

- "9th Annual Beaumont Night Market presented by Your Company" across all touchpoints.
- Dedicated header logo placement on event website, vendor information page, and all promotional digital campaigns.
- Prominent logo placement on all main entry signage and event maps.
- Opportunity to provide brief opening remarks or a welcome statement.
- **Complementary 10x10 vendor space.**



Example shown for reference only. Final product may vary.

Major Sponsors | \$2500 (Limit: 2)

Ideal for corporations looking for high impact visibility and association with key event infrastructure. Select one of the two exclusive tracks below:

Track 1: Scavenger Hunt Sponsor (Exclusive)

Put your company directly into the hands of every attendee by supporting our highly anticipated interactive market tradition.

- **Game Tracking:** “Your Company’s Scavenger Hunt” along with your corporate logo will be prominently featured on the physical BNM branded game tracking cards distributed to all shoppers at the entrance.
- **Map:** Your logo will be integrated into the BNM master venue map, strategically positioning your company as the official navigational guide of the entire market.
- **Digital:** Listed as our Official Scavenger Hunt Sponsor across all digital touchpoints.
- **Complementary 10x10 vendor space.**



Note: Photos display previous year's designs.

Track 2: Totes & Water Bottles (Exclusive)

Turn every shopper into a walking billboard by targeting the BNM's core values of sustainability, community care, and local economic support.

- **Commemorative Shopping Bag:** Your corporate logo will be prominently featured on BNM branded tote bags distributed to the first 200 attendees at the door.
- **Water Bottles:** Your logo will be displayed alongside BNM branding on water bottles available to vendors and volunteers.
- **Digital:** Listed as our Official Patron Sponsor across all digital touchpoints.
- **Complementary 10x10 vendor space.**



Mockups shown for reference only. Final product may vary.



Photo taken at 2025 Beaumont Night Market.

Decor Sponsors | \$750 (Limit: 4)

As one of our official decor sponsors, your company will help bring the yearly theme to life.

- **Selfie Wall:** Secure one of **only four exclusive logo placements** on the BNM's photo backdrop. This is a hub for attendees taking social media photos, guaranteeing your brand widespread visibility in user generated content shared across Alberta.
- **Digital:** Listed as Official Decor Sponsor across all digital touchpoints.
- **Complementary 10x10 vendor space.**



The 2026 BNM theme is *Flannel & Frost*. Backdrop mockup shown for reference only. Final product may vary.

Ewe Crew Sponsors | \$500 (Open)

Our market is made possible by Empowering Women Entrepreneurs and an incredible team of over 25 local volunteers.

Beyond covering the vital operational logistics that keep our team organized and supported during the BNM, this sponsorship also funds a volunteer appreciation night to celebrate everyone's dedication.

- **Volunteer Uniform:** Your corporate logo printed on the back/sleeve of official volunteer and event staff t-shirts worn throughout the venue.
- **Digital:** Logo featured on the event website and a group social media post thanking the volunteers, powered by your company.
- **Complementary 8x6 vendor space.**



T-shirt mockups shown for reference only. Final product may vary.

Artisan Supporters | \$100 (Open)

These funds directly cover the costs of 8x6 booth spaces for emerging local artisans who otherwise could not afford to participate.

- **Digital:** Listed as a Local Artisan Supporter across all digital touchpoints.

Past & Present Partners



Special Thanks to Our
Founding Partner



Premium sponsorship packages feature exclusive benefits and are limited in availability. Packages are awarded on a first-come, first-served basis upon formal commitment.

All printed and digital marketing materials will adhere to the 2026 Beaumont Night Market branding guidelines. To honour our long term agreements, official materials may feature (subject to available design space) the logos, names, and/or identifiers of our Title Sponsor and Founding Partner alongside any other tier specific sponsor placements.

To secure your partnership or discuss a custom sponsorship package, please contact:



Kathy Barnhart | EWE Treasurer
780-721-5504 (call or text)



Kathryn Hotte | EWE President
KathrynHotte@gmail.com

Note: To ensure inclusion in all printed marketing materials, partnerships must be finalized by **Sept 14, 2026**.