

Sponsorship Prospectus

The Sheffield Sustainable Market



Plastic Free Markets are back under a different name

After the success of two Plastic Free Markets in 2024, Sheffield Action on Plastic are set to return for 2025, under a new name:

The Sheffield Sustainable Market

These will run twice in 2025:

- 26th April 2025 (Spring Edition)
- 22nd November 2025 (Winter Edition)



The Sheffield Sustainable Market

We believe the Sheffield public want to be able to shop ethically and choose gifts that will help people live a lower impact life - zero-waste, plastic-free and sustainable. The Sheffield Sustainable Markets are a great opportunity to showcase local crafters and makers embracing sustainability.



Stalls, food, drink and live music

If your business or organisation believe in environmental sustainability in Sheffield, the Sheffield Sustainable Markets are a perfect opportunity for you to showcase your brand and sustainability values to hundreds of visiting customers.

The event will consist of 30 stallholders, food, drink and live acoustic music.



It's all about the timing

The Spring event is held just after International Earth Day (22nd April), allowing you to connect with and continue the day's legacy.

The November event is held just before Christmas, when ethically conscious consumers want to do the right thing and embrace sustainability in their Christmas present purchases.



Reach the right audience

With attendees curious about embracing sustainability and supporting local makers, you can make an impact.

- ✓ 500 event attendees
- ✓ 500 followers on Sheffield Action on Plastic's social channels plus many many more, as the event is shared through each stallholders' social media channels



Sponsorship with real impact

Sheffield Action on Plastic is a volunteer-run community organisation, so your sponsorship of our markets directly supports our work to reduce single-use plastic in Sheffield.

We provide accurate data about the social impact of your sponsorship, so you can tell your customers about your contribution to social change.



Headliner: Your brand - everywhere (£1,000)

Headliners have their logo built into The Sheffield Sustainable Markets branding. That means every person who sees us, sees you: perfect for B2B and B2C promotion. We're offering 20% off if you sponsor both April and November markets.

Event package:

- ✓ A stall at the market, including the chance to speak at the event
- ✓ A large logo on our website home page, market web page, social media graphics, and flyers
- ✓ Full page and company advert on our website
- ✓ Three social media posts, including feature in our stories on the day

Partner package (£500)

For companies who want to build their brand in the world of plastic free and sustainability, we make a simple promise - we can help you do that for our Sustainable Markets.

Event package:

- ✓ A small logo on our market web page, social media graphics, and flyers
- ✓ A short bio and company advert on our website
- ✓ One social media post plus feature on our stories on the day

How to get involved

We hope you join us as we fight for a reduction in single-use plastic in Sheffield.

Please contact our Chair, Greg Hewitt at info@sheffieldactiononplastic.co.uk to get involved now.

Deadline for sponsorship for our Spring Market is 20 February 2025, with assets received and content approved by 1 March 2025.

Thank you very much!

