



SHALE RIDGE

Holiday Market



TABLE

of contents



- INTRODUCTION.....3
- PAST VENDORS.....4
- SOCIAL MEDIA & WEB.....5-6
- VENDOR BOOTH DETAILS.....8
- THE GUESTS.....9
- WE GIVE BACK.....10
- VENDOR APPLICATIONS.....11

More Information:
www.shaleridgeestatewinery.com

INTRODUCTION

our story



Alicia and Garren Hardman opened Shale Ridge in April 2020 during the peak of Covid. An unusual start to their business they had been working tirelessly on, but they refused to give up. Their vision of Shale Ridge slightly shifted with the limitations and they were forced to think outside of the box. Shopping local had always been their passion, so naturally hosting a holiday market showcasing other craft makers at their beautiful venue on the Ridge only made sense. It has been such a community success, we have decided to keep the spirit of the Shale Ridge Holiday Market alive!

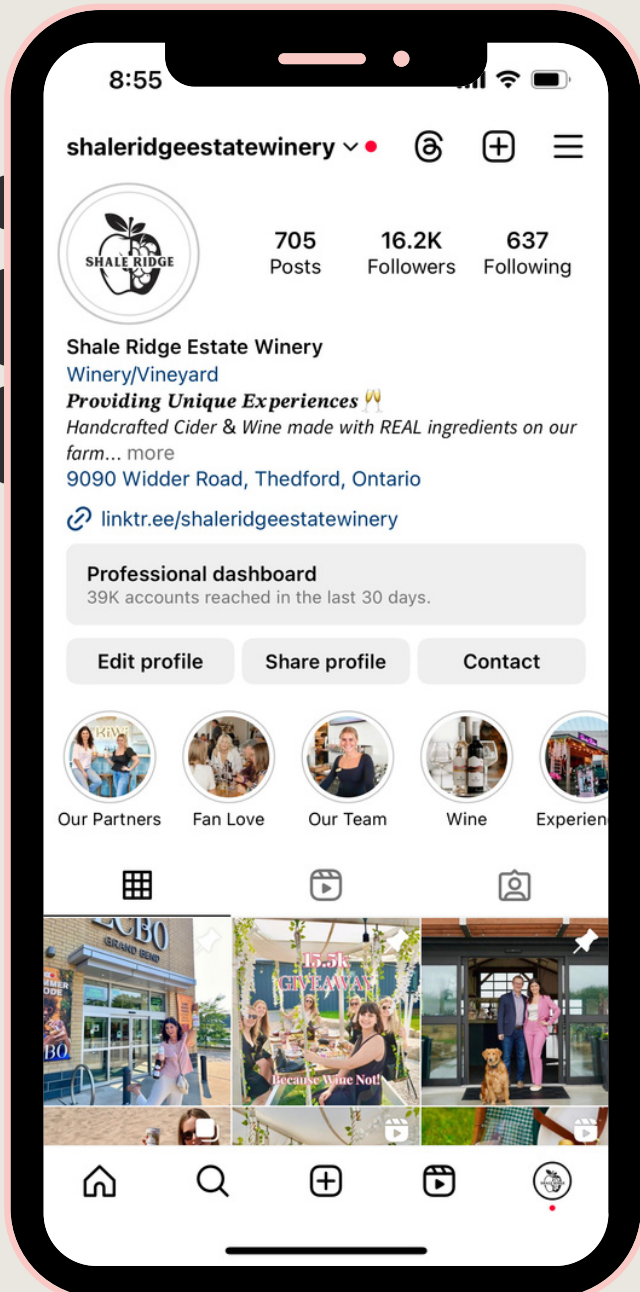
PAST VENDORS

spotlight



SOCIAL MEDIA

& web



INSTAGRAM

We have seen significant growth on our social media platforms and particularly Instagram. Our brand is fresh, bright, fun and inviting! This has helped tremendously with getting the word out about our markets and showcasing our lovely vendors before, during and after the event. Our talented Marketing team is able to strategically showcase every highlight while keeping in mind the current trends, our demographic, and engagement rates.



16.2K

@shaleridgeestatewinery



10.6K

monthly page views



7.8K

@shaleridgeestatewinery

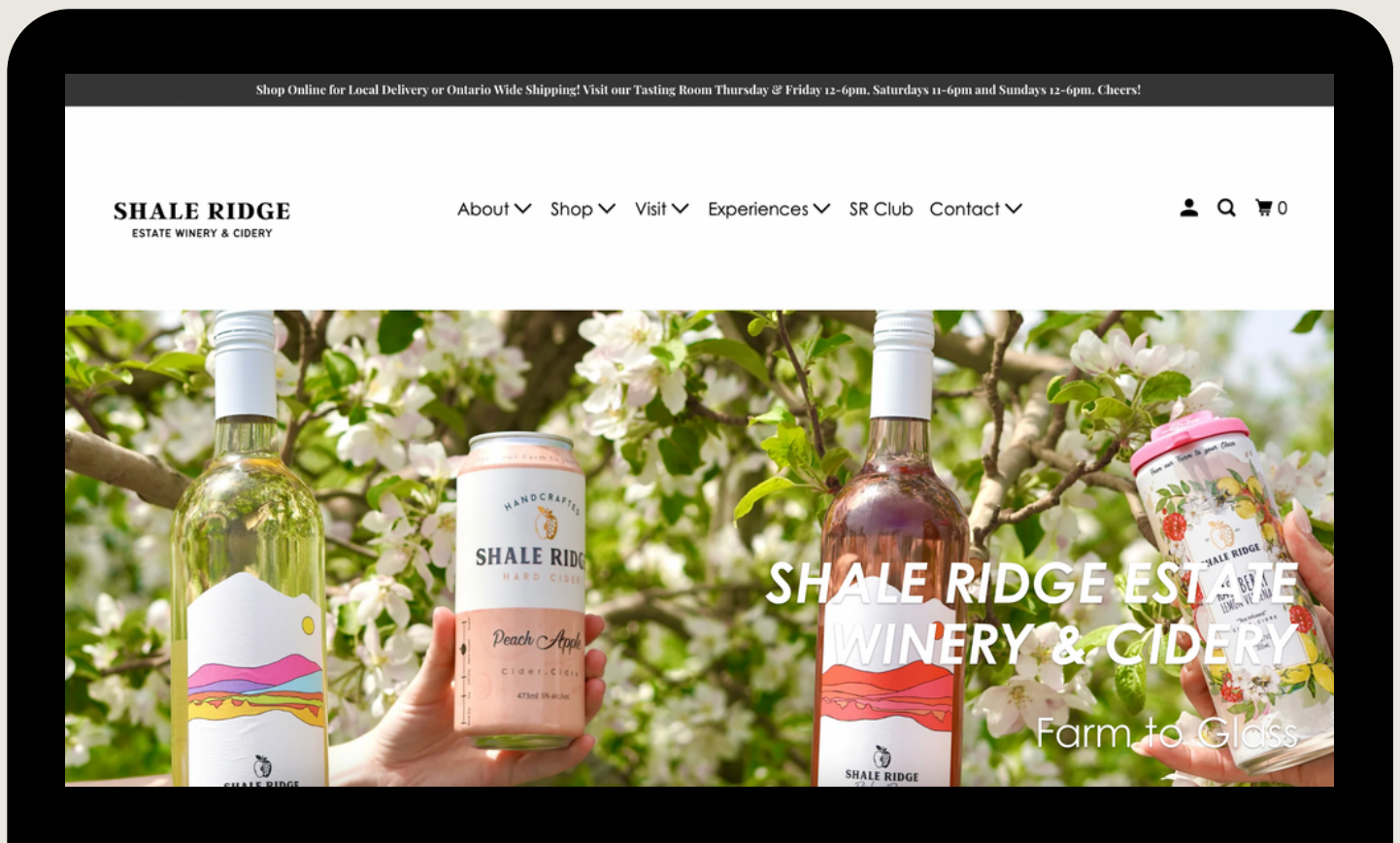


5.3K

email subscribers

SOCIAL MEDIA & web

I've loved being a vendor at Shale Ridges' past markets. The marketing is above and beyond and has been such great exposure for my brand and business! The overall vibe of the market is so much fun I truly look forward to it every year! ~SRHM Vendor



2021



9.5K

monthly page views

2022



12.6K

monthly page views

2023



10.6K

monthly page views

VENDOR BOOTH

details

Shale Ridge provides each vendor with a 6'x3' table with 3-4 feet space behind the table. Hydro access is available by request!



THE GUESTS

spotlight

I LOVE the SR Holiday Market! I've gone the past two years and it honestly just keeps getting better. It's become a mother daughter tradition that we look forward to every year. The vendors are always top notch and I love that you can sip & shop! ~SRHM GUEST



WE GIVE BACK

raffle basket

The holiday season is about giving back to our community. This is why we ask each vendor to donate one of their items to our basket we raffle off the day of the market. It not only gets a lot of eyes and attention, but most important the funds raised from the ticket sales goes back to "The Women's Interval Home" in Sarnia Lambton. Last year we raised \$1495. Let's top it this year together!



APPLICATION

details

Manage My Market
Premier Farmers Market Management

Email _____

Log In

Forgot your password?
Register



Visit managemymarket.com and create a vendor profile (if you haven't already) and fill out the application to the SRHM! Visit our website for more details.

