



HONKY TONK MARKET

OFFICIAL PITCH DECK.

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ABOUT

Brought together by Calgarians, Honky Tonk Market encapsulates the ultimate western-meets-new-world vibe. Where city slickers and country folk come together to find the best vintage finds, listen to some good live music and enjoy a community where there's something for everyone.

HTM is continuously growing. We are inspired by everyone's unique taste and are fuelled by supporting dreams. Local vendors are the blood of our markets with the passion and talents they bring to create a positive atmosphere filled with laughter and stories.

OUR VALUE

Vision

We transport our customers to a bygone era, where the spirit of the Wild West comes alive. We strive to create a haven for vintage enthusiasts. Through an immersive and authentic experience, we aim to curate a collection of timeless treasures, celebrate craftsmanship, and foster a vibrant community that cherishes the values of authenticity and nostalgia. Together, we will preserve and share the magic of the Honky Tonk Market, creating memories that last a lifetime.

Mission

As a big deal in the vintage market scene, we go beyond commerce. We cultivate a thriving community. We create opportunities for like-minded individuals to connect, and forge lifelong friendships. By fostering a sense of belonging, we empower our community members to express their unique styles. Together, we are more than a marketplace - we are a cultural movement that celebrates the past while shaping the future.

NUMBERS

30K+

Local followers on
platforms
combined.

392

Pre-sold tickets at
our last previous
market.

700+

Customers through
the doors.

*ON AVERAGE.

∞

Mimosas
consumed.

4

Markets. With 2
more booked, and
counting!

18-55

Age demographic.

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OUR TEAM

Say hello! From the creators of Good Gals Vintage, Road Runner Vintage and Whiskey Rose Saloon...

Learn more about our team!

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Ashlee Popowich

Community Partners and Experience Director

As the owner of Roadrunner vintage a local storefront that curates western vintage clothing highly sought after by Albertans.

Ashlee works intensively in the community bringing other key partners together to collaborate on western curations and associated events.



Tatum Illes

Marketing Director

With an extensive background in marketing, creativity and marketplace go hand in hand.

Overseeing all brand works, atmosphere experiences, influencer campaigns and content curation is where Tatum thrives!



Laura Gaucher

Vendor Relations and Music Coordinator

Owner of Canada's largest vintage western online shop, Good Gals is a recognizable brand across North America.

Working with musicians from grassroots to Juno nominated, Laura specializes in western goods and successful vintage events.



BUSINESS STRATEGY

Our business strategy revolves around our following and creating a sustainable and inclusive vintage market experience. We implement an admission fee structure that allows us to invest in enhancing the overall ambiance.

By charging a reasonable admission fee, we attract a dedicated community of vintage enthusiasts who appreciate the value of curated collections and immersive environments.

Additionally, we actively involve our vendor contacts in our decision-making process. By collaborations from our vendors and local artisans, we aim to create a sense of ownership and inclusivity. This collaborative approach guides our expansion plans, programming initiatives, and vendor selection to ensure we consistently meet the evolving needs and desires of our community.

We believe that by nurturing a vibrant and inclusive community, we have established ourselves as the go-to destination for western vintage enthusiasts and continue to grow sustainably in the long term.

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OPERATIONS AND LOGISTICS



DAY-TO-DAY

Our team diligently works to bring every piece of each market together. From inventory management, brand exposure, staffing, creative ideas, artist relations, and more - The behind the scenes are never "pretty" but collectively, one of our favorite parts of pulling our markets together.

VENDOR RELATIONS

By delivering an exceptional experience and pulling our networks together, we have successfully built a devoted community of vendors who eagerly anticipate our events and actively promote our market to others.

MARKETING

Through a targeted and multi-channel marketing approach and engaging content creation, we have successfully built brand awareness and driven engagement. This has contributed to the growth and success of our market while establishing a strong market presence.

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Honky Tonk Market is a dynamic and influential entity that can add significant value to your space and name. By joining forces with us, you open the doors to exciting opportunities and reap the benefits of increased exposure, access to unique demographics, memorable community building, cross-promotions, immersive experience, expertise and collaboration.

Working with us offers a mutually beneficial partnership that can elevate your space and create lasting impact within your community.

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BENEFITS

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COMMUNITY

**DIGITAL +
TARGETED
MARKETING**

**BUSINESS +
VENDOR
DEVELOPMENT**

**UNIQUE
EXPERIENCES**

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We look forward to hearing from you and answering any questions or inquiries you may have. Please don't hesitate to reach out to us using the contact information provided below.

Our friendly team is here to assist you and provide any information you may need.

CONNECT WITH US!



Instagram: @TheHonkyTonkMarket



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www.Honkytonkmarket.com