

Peterborough VegFest

September 17th, 2017



Business Opportunities Kit

Peterborough's inaugural plant-based festival in the heart of the city!

Welcome to Peterborough
VegFest, a fresh and exciting
link between your business
and the growing Vegan and
Vegetarian movement in
Peterborough & the
Kawarthas

- Reach conscious customers
 - Build brand awareness
 - Introduce new products

Become our Sponsor!



GOLD SPONSOR - \$500+

- Your business will be front and centre in a strong affiliation with Peterborough VegFest!
- Logo featured on our static sponsor bar on all pages of ptbovegfest.ca, as well as our posters, and ads!
- Complimentary 10 x 10 Booth in a prime location to showcase your business or organization
- Mention during opening & closing remarks
- 3 Tailored and boosted social media posts on Twitter, Facebook & Instagram
- Free Listing and Free Ad in the Peterborough Veg Directory
- Opportunity to insert product or coupons into our 200 event swag bags!

SILVER SPONSOR - \$200+

- Logo placement on 'Sponsors' page of our website
- Complimentary 10 x 10 Booth to showcase your business or organization
- Logo incorporated into a sponsorship sign on site at Millennium Park
- Tailored social media post on Twitter, Facebook & Instagram
- Free Listing with Logo in Peterborough Veg Directory (Local or online business only)
- Opportunity to insert product or coupons into our 200 event swag bags!

Exhibit at Peterborough VegFest



**2017 Introductory Rate!
\$110 or \$55/Non-Profit**



- 10 x 10 booth space, brand presence at the event in Peterborough's downtown 'Millennium Park' venue
- Logo placement on Peterborough VegFest website's 'Exhibitors' page
- Free 2-line listing with logo in Peterborough Veg Directory (local or online business only)
- Social media post announcing your presence at the Fest! Your business "Liked by this page" and followed by Peterborough VegFest on Facebook, Twitter, and Instagram
- Ready? [Apply here](#)

Introducing the Peterborough Veg Directory!

Let us help promote your
veg-friendly business....
all year long!

**Launching at Peterborough
VegFest 2017, this print and
PDF directory is a guide to
all things VEG in the
Peterborough area!**

**FREE 1-line listing for any vegan-friendly
business based in Peterborough!**

Paid Listing - free for all local or online
Peterborough VegFest Sponsors & Exhibitors

Ads & Coupons - Free with Gold Level
Sponsorship!

For all our directory rates, please contact
directory@ptbovegfest.ca

Make a Donation that Supports us!



Product Donation

- Prominently feature your brand in a raffle prize, send goodies or coupons for our 200 VegFest swag bags, or provide perks for our amazing volunteers!
- Logo recognition as a supporter on our website's 'Sponsors' page
- Product mention during the promotion and awarding of our raffle prize at the festival, and via social media.

Funding Donation

- Every little bit helps us to make Peterborough VegFest a success!
- Donate in your name or your business name, either through our [Go Fund Me campaign](#) or by [contacting us](#) directly
- Logo recognition at supporter level on our website's 'Sponsors' page

ALL BUSINESSES RECEIVE....

- Targeted advertising
- Effective exposure and promotion for your business
- Increased brand awareness
- Opportunity to connect with and reach our passionate community focused on food, health, animal compassion, and the environment!



To discuss these and any other opportunities for your business or organization, please contact:

Natalie Stephenson
Chair, Peterborough VegFest Committee
hello@ptbovegfest.ca
www.ptbovegfest.ca
[Facebook](#) | [Instagram](#) | [Twitter](#)