



2019 Sponsorship Opportunities

Become a Sponsor

VegFest sponsors enjoy targeted advertising, effective exposure and promotion, and increased brand awareness. Our event gives you the opportunity to connect with a passionate community focused on food, health, compassion, and the environment.

Become a Donor

Peterborough VegFest gratefully accepts in-kind and monetary donations, for which donors will be recognized as supporters on our website and social media wherever possible. From our swag bags to food for our volunteers, there are many ways to contribute to our festival while promoting your business.



3rd ANNUAL

September 15, 2019

MILLENIUM PARK
11a to 5p

A vegan festival in the heart of downtown Peterborough

Your link to the growing plant-based movement in Peterborough and the Kawarthas

Connect with us!



ptbovegfest.ca | hello@ptbovegfest.ca



Who are we?

Peterborough VegFest is a non-profit, volunteer-driven organization that was started in 2017. VegFest is an annual Fall food and lifestyle festival that celebrates and raises awareness of the benefits of a plant-based diet. The volunteer committee of VegFest are developing additional events such as benefit concerts, fundraisers, and our VegFestive holiday market. We also create an annual veg directory that highlights local restaurants, cafes, food producers, and distributors of health and wellness products that meet vegan criteria.

Our Demographics

Peterborough VegFest attendees are of a wide variety of ages and interests.

Over 3000 people have attended each VegFest for 2 consecutive years, and 91.4% of attendees would attend again.

22.2% of attendees are age 18-24

25.9% of attendees are age 25-34

25.9% of attendees are age 35-44

9.9% of attendees are age 45-54

9.9% of attendees are age 55-64

67.9% live in Peterborough

14.8% live within 50 km

13.6% live more than 50 km away

Sponsorship Levels

Gold (\$750+)

- Logo featured on static sponsor bar on ptbovegfest.ca and official posters and ads
- 10 x 10 prime exhibitor space
- Acknowledgement at opening and closing remarks
- Two tailored and boosted social media posts
- Local ad, and listing in the Peterborough Veg Directory
- Insertion of product or coupon in 200 event swag bags
- Exhibitor space at VegFestive Holiday Market (date TBD)

Silver (\$350+)

- Logo featured on ptbovegfest.ca sponsor page
- Logo featured on sponsorship signage at VegFest
- 10 x 10 exhibitor space
- Tailored social media post
- Listing in the Peterborough Veg Directory
- Insertion of product or coupon in 200 event swag bags
- Exhibitor space at VegFestive Holiday Market (date TBD)