



2022 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.

4th ANNUAL
September 18, 2022
MILLENNIUM PARK
11a to 4p

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 VegFestivus 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.

We boast an attendance of over 3000 people per year, and 91.4% of attendees said they would attend again.

22.2% of attendees are age 18-24	67.9% live in Peterborough
25.9% of attendees are age 25-34	14.8% live within 50 km
25.9% of attendees are age 35-44	13.6% live more than 50 km away
9.9% of attendees are age 45-54	
9.9% of attendees are age 55-64	

Sponsorship Levels / Perks

Gold (\$750+)

- Logo featured on static sponsor bar on ptbovegfest.ca until June 2023
- Logo on official posters and ads
- 10 x 10 prime exhibitor space
- Acknowledgement at opening and closing remarks
- Two tailored and boosted social media posts
- Thank you gift presentation at the fest!

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