



2025 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.



7th ANNUAL

September 14, 2025
MILLENNIUM PARK
11am to 4pm

A vegan festival in the heart of downtown Peterborough
Your link to the vegetarian community 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 experienced and passionate event organizers. All funds raised through sponsorship and donations directly support event costs.

Our Demographics

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

We boast an attendance of over 2000 people per year, and in surveys, an average of 91.4% of attendees said they 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 / Perks

Gold \$750+

- Logo featured on sponsor bar on ptbovegfest.ca (until June of the following year)
- Logo on official posters and ads
- 10 x 10 prime exhibitor space
- Two tailored and boosted social media posts
- Logo featured on sponsorship signage at VegFest

Silver \$350+

- Logo featured on ptbovegfest.ca sponsor page
- Logo featured on sponsorship signage at VegFest
- Tailored social media post

Contact us for a custom package!