



# 2017 Sponsorship Opportunity

**SEPTEMBER 16TH • MLK MEMORIAL PARK • ROCHESTER, NY**

Dear Corporate Partner,

You are invited to The First Annual Rochester VegFest on Saturday, September 16, 2017 at Dr. Martin Luther King Jr. Memorial Park and Lodge, in the heart of downtown Rochester, from 10:00 AM till 6:00 PM.

## Rochester VegFest

We seek to inspire people to improve their health and reduce animal suffering by choosing more plant-based foods. We will feature nationally recognized speakers, informative exhibitors, cooking demos, a vegan food court, and delicious samples of food from vegan-friendly restaurants and food companies. We hope you'll be a sponsor and/or an exhibitor this year!

The Rochester VegFest is open to the public and we anticipate a large audience! Rochester has been a long time waiting for a festival like this!

We are excited to offer our visitors:

- A food court highlighting some of our area's most delicious vegan dishes
- Cooking demonstrations given by local chefs
- Kid's Activities
- Shopping from compassionate retailers and vendors
- Free Yoga sessions
- Free screening of "What The Health" - an eye-opening new health film that health organizations don't want you to see!
- Nationally recognized speakers, including:
  - Dr. Tom Campbell, co-author of The China Study - The Most Comprehensive Study of Nutrition Ever
  - Conducted
  - Jo-Anne McArthur, photojournalist, humane educator, animal activist, and author
  - Torre Washington - Professional Bodybuilder, winner of multiple events, vegan, and animal advocate
- All of this and more, with free admission and free parking at a beautiful, centrally located nearly-five acre park in Downtown Rochester!

If you have any questions about becoming a sponsor you can email [info@RocVegFest.org](mailto:info@RocVegFest.org), [Bubbie@RocVegFest.org](mailto:Bubbie@RocVegFest.org), or [Mary@RocVegFest.org](mailto:Mary@RocVegFest.org)

We hope you'll become a sponsor today!

Sincerely,

The Rochester VegFest Committee



# Rochester VegFest! 2017 Sponsorship Opportunities

*Rochester VegFest wouldn't be possible without the generous support of our sponsors. Your partnership allows us to bring this celebration of health, compassion, and learning to enrich a community of thousands of people in Rochester and the surrounding areas.*

## **Headline Sponsor (Exclusive) \$5,000 or more**

**Rochester VegFest will be offering only one Headline sponsorship opportunity.**

- Recognition of your sponsorship in all printed promotional materials, website, event programs and banners. Your company mention will be "Rochester VegFest is brought to you by your company name."
- Full-page advertisement in Rochester VegFest program.
- The only corporate logo (and link to your site) featured on the Rochester VegFest website Homepage.
- The only corporate logo featured on the front of the official Rochester VegFest t-shirt.
- Prominent display of your corporate logo on the VegFest banner, on site and around downtown.
- Opportunity to include, samples, coupons and/or promotional items as raffle prizes.
- 2 tables with electricity and prominent location at Rochester VegFest.
- Right of first refusal as headline sponsor for next 2 years with sponsorship rate guaranteed at current price.

## **Gold Sponsor \$2,500**

- "Gold sponsor" mention on Rochester VegFest Updates page and social media (Facebook, Instagram, and Twitter.)
  - Full-page advertisement in Rochester VegFest program.
  - Logo (and link to your site) on Rochester VegFest Website.
  - Company logo on the back of the official Rochester VegFest t-shirt.
  - Opportunity to include, samples, coupons and/or promotional items as raffle prizes.
  - Single table with electricity and prominent location at Rochester VegFest.
- Guaranteed sponsorship rate for next 2 years.

## **Silver Sponsor \$1,000**

- "Silver sponsor" mention on Rochester VegFest Updates page and social media (Facebook, Instagram, and Twitter.)
- 1/2 page advertisement in Rochester VegFest program.
- Logo (and link to your site) on Rochester VegFest Website
- Company logo on the back of the official Rochester VegFest t-shirt.
- Opportunity to include, samples, coupons and/or promotional items as raffle prizes.
- Single table with electricity and prominent location at Rochester VegFest.

## **Bronze Sponsor \$500**

- "Bronze sponsor" mention on Rochester VegFest Updates page and social media (Facebook, Instagram, and Twitter.)
- 1/4 page advertisement in Rochester VegFest program.
- Logo (and link to your site) on Rochester VegFest Website
- Company logo on the back of the official Rochester VegFest t-shirt.
- Opportunity to include, samples, coupons and/or promotional items as raffle prizes.
- Half price single table with electricity and prominent location at Rochester VegFest.

## **In-Kind Sponsor \$250-500/Raffle Gift Bag Items**

- "In-Kind Donor" mention on Rochester VegFest Updates page and social media (Facebook, Instagram, and Twitter.)
- Logo on Rochester VegFest Website
- Company name on the back of the official Rochester VegFest t-shirt.
- Opportunity to include, samples, coupons and/or promotional items as raffle prizes.

**For more information about becoming a sponsor please contact Bubbie Staron**

Email:[Bubbie@RocVegFest.org](mailto:Bubbie@RocVegFest.org) Phone: (585) 406-0449



## Rochester VegFest Sponsorship Agreement

Company: \_\_\_\_\_

Company Address: \_\_\_\_\_

Company Website: \_\_\_\_\_

Company Representative/Title: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

We agree to sponsor Rochester VegFest at the following sponsorship level:

**Headline Sponsor (\$5,000+)**  **In-Kind Sponsor \$250-500/Donation**

Value: \_\_\_\_\_

**Gold Sponsor (2,500)** Description: \_\_\_\_\_

**Silver Sponsor (1,000)** \_\_\_\_\_

**Bronze Sponsor (\$500)** \_\_\_\_\_

• Sponsor agrees to pay WNY VegFest in exchange for the sponsorship level indicated above, and receive all benefits described in the packet. Payment must be received by July 16th, 2017 to ensure all agreed upon benefits are executed. Upon receipt of the contract, no refunds will be issued.

• All products, services, promotional items, samples, coupons and information provided to Rochester VegFest visitors must be vegan (no meat, dairy, eggs, fish, honey, gelatin, leather or any animal-derived ingredients or animal testing).

**DEADLINE TO SUBMIT LOGO FOR INCLUSION IN EVENT PROGRAM: JULY 16TH, 2017**

Please have your company logo (.jpg format) emailed to [Mary@RocVegFest.org](mailto:Mary@RocVegFest.org)

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Paypal Donation (via RocVegFest.org)**  
PLEASE INCLUDE NOTE STATING  
"SPONSOR NAME" PAYMENT

**Check Enclosed (payable to Rochester NY VegFest)**  
PLEASE MAIL FORMS AND PAYMENT TO:  
Rochester VegFest  
PO Box 20185  
Rochester, NY 14602