



2017 Sponsorship Opportunity

SEPTEMBER 16TH • MLK MEMORIAL PARK • ROCHESTER, NY

Dear Corporate Partner,

You are invited to become a sponsor for The First Annual Rochester VegFest on Saturday, September 16, 2017 at Dr. Martin Luther King Jr. Memorial Park, in the heart of downtown Rochester, from 10 AM till 6 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!

Sponsorship

You will get the opportunity to:

- be on the forefront of the new and exciting annual tradition that is Rochester VegFest, and secure your presence as a pioneer in the Veg industry throughout Rochester.
- reach a wider audience which includes health-conscious, compassionate individuals of all ages and backgrounds who want to support and engage with companies and organizations that share their values.
- engage and network with loyal customers and contacts and meet new like-minded leaders in Rochester's Veg Community.

If you have any questions about becoming a corporate sponsor you can email info@RocVegFest.org or

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 Mary Barletta:

Email:Mary@RocVegFest.org

Phone: (585) 773-4126



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

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 18415
Rochester, NY 14618