



SPONSORSHIP OPPORTUNITIES

ATLANTIC CANADA'S ANNUAL VEGFEST

SEPTEMBER 23RD, 2018 | 10AM-6PM

HALIFAX FORUM MULTI PURPOSE CENTRE, WINDSOR & YOUNG ST | HFXVEGFEST.CA

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Photo by The Stoodio
stoometz.com





INTRODUCTION

We are excited to announce the third Halifax VegFest will take place on Sunday September 23RD 2018 at the Halifax Forum. This fun-filled event will celebrate and promote healthy, sustainable, and compassionate living by sharing the benefits of a plant-based diet and vegan lifestyle with our community.

VegFests are consistently popping up in many North American cities as people become aware of the positive environmental and health benefits of a plant-based lifestyle.

Together, we can make this festival even bigger and better than previous years, increasing exposure for your business, increasing your sales (let's not forget that many of the vendors in previous years sold out of food before noon), and solidifying Halifax as a veg-friendly part of this bigger movement. You don't want to miss out on this incredible opportunity to participate in our own VegFest this year.

SPONSORSHIP BENEFITS

Sponsoring Halifax VegFest is a wonderful opportunity for you to receive valuable, widespread promotion for your business. This event will allow you to showcase the versatility of the products and services your company offers to an ever-broadening marketplace, and get lots of eyes on your business and products. By getting involved, you will gain exposure to a steadily growing population of consumers interested in plant-based options and healthy living.

Attached you will find a list of sponsorship opportunities, as well as our terms and conditions for participating.

Sincerely,

Halifax VegFest Planning Committee



“It’s easy to understand why so many folks attend VegFest: the caliber of exhibitors is high, the presentations on stage are entertaining and informative, and the energy of the festival is so overwhelmingly positive.”

*–Seth Graham,
Owner, Springhouse*

FESTIVAL FEATURES

Halifax VegFest was created by local businesses and volunteers from the community. This is a wonderful opportunity for anyone curious about what a plant-based lifestyle has to offer.

VegFest includes:

- Nutrition experts and speakers
- Large selection of fresh foods and beverages
- Cooking demonstrations and presentations
- Local businesses and organizations exhibiting their products and services
- Fundraiser and prizes
- Vendors sampling the best vegan brands available
- Health and wellness activities throughout the day
- Cruelty-free lifestyle and beauty products

VEGFEST DETAILS

Date: September 23RD, 2018

Hours: 10:00 am to 6:00 pm

Location: Halifax Forum Multi Purpose Centre,
Corner of Windsor St & Young St, Halifax, NS

Website: hfxvegfest.ca

ATTENDANCE

Halifax VegFest attracts a diverse group of individuals and families from Nova Scotia and the Maritimes who have a common interest in health, wellness, environmental sustainability, and plant-based living. In past years, vendors have sold out of food and we have increased our capacity in anticipation of an even bigger event in 2018.

*“Great job on the Event!
Excellent attendance,
trendy talks, and a
really helpful VegFest
for many. I can see
this growing year after
year, so ‘hats off you
all of you’ for a job
well done.”*

*–Pat Ryan,
Bramoso Pizza*





SPONSORSHIP PACKAGES

	FESTIVAL SPONSOR \$8,000 1 only	VEG CRUSADER \$4,000	VEG WARRIOR \$2,000	VEG ACTIVIST \$1,000	FRIEND OF VEGFEST \$250
Feature in the Halifax VegFest program	✓ back page ad	✓ full page ad	✓ half page ad	✓ quarter page ad	
Free passes to Halifax VegFest	✓ 20 free passes	✓ 20 free passes	✓ 10 free passes	✓ 5 free passes	✓ 2 free passes
Feature on Halifax VegFest website	✓ logo + website link—superior placement, 250 x 250 px	✓ logo + website link—superior placement, 175 x 175 px	✓ logo + website link, 100 x 100 px	✓ logo + website link, 70 x 70 px	✓ listing
One exhibitor booth	✓ premium table	✓ premium table	✓	✓	
Mentions of your business on Halifax VegFest social media accounts	✓ weekly trivia shoutout	✓ recipe biweekly	✓ 6 mentions	✓ 3 mentions	✓ 1 mention
Logo on Sponsor banner	✓	✓	✓	✓	
Logo featured on Halifax VegFest posters	✓	✓	✓		
Logo on Halifax VegFest volunteer t-shirts	✓	✓			
Press release mentions, additional coverage where possible	✓	✓			
Tickets to lead up events	✓	✓			
Feature in our "Getting to know our Sponsors" video series	✓	✓			
Premium signage placement on stage	✓				
Speaking opportunity	✓				
Offer promotional material at entrance	✓				

We are aiming to raise **\$20,000** this year.

Remember, the sooner you become a sponsor, the sooner we can start promoting your business. Spaces are limited so get your applications in as soon as possible.

Thank you in advance for your support of Halifax VegFest!

If you're interested in **sponsoring our keynote speakers** or **cooking demonstrations**, please contact us for more information.

Sponsorship packages can be customized to fit your needs.



“Representing my business at the Halifax VegFest was a hugely successful experience. The event was very well attended by community members and I had the opportunity to engage with many potential new customers. The products I had for sale sold out fast, and the foot traffic at my restaurant increased a lot that day. I’m looking forward to being involved again this year!”

*–Kirsten Taggart,
Owner, Wild Leek*

PROGRAM AD INFORMATION

Interested in another opportunity to support Halifax VegFest?
Purchase ad space for our program, or donate a prize for our fundraising raffle.

¼ PAGE AD: \$200

- 2.27 x 3.37 in
- PDF preferred. JPG or PNG acceptable (300 DPI)
- Full colour—CMYK
- No bleed

½ PAGE AD: \$350

- 4.65 x 3.91 in
- PDF preferred. JPG or PNG acceptable (300 DPI)
- Full colour—CMYK
- No bleed

LOGO

High resolution—.AI and .EPS preferred, but .JPG and .PNG also acceptable

DEADLINES

Logo and/or program ad must be received by
August 15th, 2018.

FULL PAGE AD: \$600

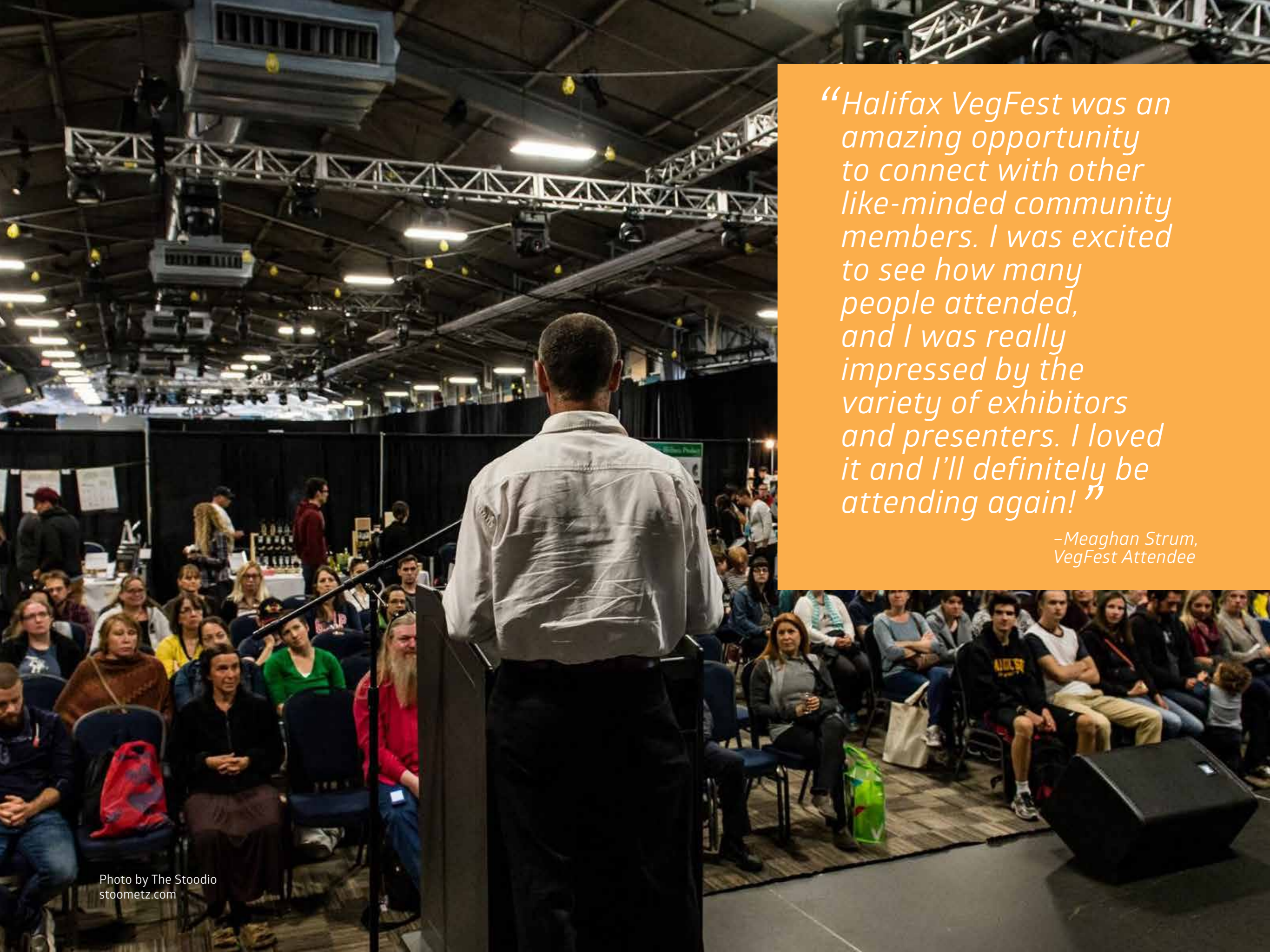
- 5.25 x 8.25 in
- PDF preferred. JPG or PNG acceptable (300 DPI)
- Full colour—CMYK
- Full bleed (0.125" bleed)

BACK INSIDE COVER: \$750

- 5.25 x 8.25 in
- PDF preferred. JPG or PNG acceptable (300 DPI)
- Full colour—CMYK
- Full bleed (0.125" bleed)

SENDING FILES

Please send your logo and/or ad to:
Lance Hancock, Lead Designer
(902) 401-5408 | lancethedesigner@gmail.com



“Halifax VegFest was an amazing opportunity to connect with other like-minded community members. I was excited to see how many people attended, and I was really impressed by the variety of exhibitors and presenters. I loved it and I’ll definitely be attending again!”

*–Meaghan Strum,
VegFest Attendee*



BECOME A SPONSOR

To become a Sponsor, please select your package, attach your company's logo and/or ad, and email this form back to hfxvegfest@gmail.com.

Please see **Program Ad Information** for requirements and sizes for ads in the Halifax VegFest program. Thank you for your support!

SPONSORSHIP LEVEL

- Festival Sponsor | \$8,000
- Veg Crusader | \$4,000
- Veg Warrior | \$2,000
- Veg Activist | \$1,000
- Friend of VegFest | \$250

OTHER SPONSORSHIP OPPORTUNITIES

- Program Ad: full page | \$600 1/2 page | \$350 1/4 page | \$200 back inside cover | \$750
- One-time Donation Amount: _____

CHECKLIST OF ITEMS TO INCLUDE WITH APPLICATION:

- Your logo (high resolution— .AI and .EPS preferred, but .JPG and .PNG also acceptable)
- Sponsor application (including website, credit card info)
- Ad (If required)



CONTACT INFORMATION

COMPANY INFORMATION

Company: _____

Contact Name: _____

Mailing Address: _____

Telephone: _____

Email: _____

Website: _____

Facebook: _____ Twitter: _____ Instagram: _____

Would you like to donate a prize item to our fundraising raffle? Yes No

Item to donate _____ Approximate value _____

We will contact you to make arrangements for pick-up of donated prize items.

PAYMENT INFORMATION

A signed copy of the Halifax VegFest Conditions Agreement (next page) must be submitted with all applications.

Payment Type: Credit Cheque (made payable to **Halifax VegFest Society**)

Credit Card Number

Expiry Date _____ CVV: _____ Postal code associated with credit card: _____

TOTAL DUE: \$ _____

Please email completed forms to sponsorship@hfxvegfest.ca

Cheques should be mailed to: **Halifax VegFest Society**, 4 Hummingbird Drive, Lake Echo, NS, B3E 1A3



CONDITIONS AGREEMENT

This form must be signed and submitted with all applications.

1. **All products and services** being sold, displayed, sampled, promoted and/or given away at Halifax VegFest **must be completely vegan**: contain no animal products (meat, fish, dairy, eggs, honey, beeswax, leather, wool, silk, etc.) and not tested on animals. If you require clarification regarding this please contact us.
2. The Halifax VegFest planning committee reserve the right to decline any application that they feel does not match the purpose and ideology of the festival.
3. Vendors may begin to set-up at 7:00 am on September 23RD. All exhibits must be staffed and ready by 10:00 am.
4. Exhibitors must have their booth staffed throughout the entire length of the festival (from 10:00 am to 6:00 pm) and their displays may not be taken down until the festival closes at 6:00 pm. Removal of exhibitor property may begin after 6:00 pm and must be completed by 8:00 pm.
5. Exhibitors are responsible for the set-up and tear-down of their own displays. No materials may be left behind.
6. Exhibitors are responsible for bringing all items required for their booth with the exception of a 6-foot table and chairs (if required).
7. Vendors planning to sell or sample food may require a temporary event permit. For more information about temporary events, and to download the required form, please visit:
<https://novascotia.ca/sns/paal/nse/paal006.asp>

I have read the Conditions of Agreement and I agree to the terms as listed above.

Print Name: _____

Organization: _____

Signature: _____

Date: _____

Please send your completed form and payment to the address provided on the form no later than **August 22, 2018**.