



2017 Sponsorship Opportunities

AUGUST 6TH • LASALLE PARK • BUFFALO, NY

Dear Corporate Partner,

You are invited to become sponsor for WNY VegFest, to be held on Sunday, August 6th, 2017, from 10 AM – 7 PM at LaSalle Park on the waterfront of Buffalo NY. This groundbreaking event is the only one of its kind in the Western New York region celebrating a healthy, compassionate, plant-based lifestyle in a vibrant festival setting.

WNY Vegfest

WNY Vegfest features world renowned speakers, exhibitors, vendors, live music, delicious and healthy food, rescue animals for adoption, a childrens program, entertaining performances, the largest Tofurky Trot 5K run/walk east of the Mississippi and more! The 2017 festival will be held at LaSalle Park in Buffalo, NY.

The 2016 event attracted over 5,000 people from across Western New York, Northeastern PA, and Southern Ontario.

Buffalo and Western New York have seen an explosion of interest in health, compassion, and plant-based eating over the last few years. Please come and be a part of this exciting showcase of compassion, health, and progressive culture in our community!

Sponsorship

By securing your sponsorship with this soon-to-be historic event, you will:

- Be part of the ever-growing “VegFest” movement in North America, and the only festival of its kind in Buffalo and Western New York. Secure your company’s presence as a leader in the “veg” industry throughout Buffalo, Niagara Falls, and all of WNY.
- Reach an untapped market of health-conscious and compassionate-minded consumers that are eager to purchase products and support companies that align with their values.

WNY VegFest is committed to keeping this event free to the public, an essential component to establishing a successful annual event. Your sponsorship will help offset the cost of running such an extraordinary event, which wouldn’t be possible without your support. We look forward to your partnership with WNY VegFest and we will contact you in the near future to discuss this exciting opportunity.

Sincerely,

Albert Brown

Albert Brown and the WNY VegFest Team

(716) 803-6555

albert@wnyvegfest.com

VegFest™ 2017 Sponsorship Opportunities WNY

WNY VegFest wouldn't be possible without the generous support of our sponsors. Your partnership allows us to bring this dynamic celebration of health, compassion and community to thousands of consumers throughout Buffalo, Western New York, Northeastern PA and Southern Ontario.

Headline Sponsor (Exclusive) \$5,000

WNY 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 “WNY VegFest is brought to you by your company name.”
- Full-page advertisement in WNY VegFest program.
- “Headline sponsor” mention in press releases and all media.
- The only corporate logo featured on the WNY VegFest website homepage.
- The only corporate logo featured on the official WNY VegFest event staff T-shirt.
- Prominent display of your corporate banner at the event.
- Opportunity to include samples, coupons and/or promotional items in the 5K race bag.
- Double booth with electricity at WNY VegFest with prominent booth location.
- Right of first refusal as headline sponsor for next 2 years, with sponsorship rate guaranteed at current price.

Gold Sponsor \$2,500

- Full-page advertisement in WNY VegFest program.
- “Gold sponsor” mention in press releases and all media.
- Logo on the WNY VegFest website.
- Company name on the official WNY VegFest event staff T-shirt.
- Prominent display of your corporate banner at the event.
- Opportunity to include samples, coupons and/or promotional items in the 5K race bag.
- Single booth with electricity at WNY VegFest with prominent booth location.
- Guaranteed sponsorship rate for the first 3 years.

Silver Sponsor \$1,000

- 1/2 page advertisement in WNY VegFest program.
- Logo on the WNY VegFest website.
- “Silver sponsor” mention in press releases and all media.
- Company name on the official WNY VegFest event staff T-shirt.
- Prominent display of your corporate banner at the event.
- Opportunity to include samples, coupons and/or promotional items in the 5K race bag.
- Single booth with electricity at WNY VegFest with prominent booth location.

Bronze Sponsor \$500

- 1/4 page advertisement in WNY VegFest program.
- Logo on the WNY VegFest website.
- “Bronze sponsor” mention in press releases and all media.
- Company name on the official WNY VegFest event staff T-shirt.
- Prominent display of your corporate banner at the event.
- Opportunity to include samples, coupons and/or promotional items in the 5K race bag.
- Half-price single booth with electricity at WNY VegFest with prominent booth location.

In-Kind Sponsor \$250-\$500

- “In-Kind Donor” mention in WNY VegFest program.
- Logo on the WNY VegFest website.
- “In-Kind Donor” mention in press releases and all media.

For more information about becoming a sponsor of WNY VegFest please contact us:

Email: albert@wnyvegfest.com • Phone: (716) 465-3927

VegFest[™] WNY 2017 Sponsorship Opportunities

WNY VegFest Sponsorship Agreement

Company _____

Contact _____ Phone _____

Email _____

Company Address _____ City _____ Zip _____

Company Website _____

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

Headline Sponsor (\$5,000)

Gold Sponsor (\$2,500)

Silver Sponsor (\$1,000)

Bronze Sponsor (\$500)

In-Kind (Product Donation) Sponsor

Value: _____

Description: _____

- 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 1st, 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 WNY VegFest visitors must be vegan (no meat, dairy, eggs, fish, honey, gelatin, leather or animal-derived ingredients).
- **DEADLINE TO SUBMIT LOGO FOR INCLUSION IN EVENT PROGRAM: JULY 1ST, 2017**
Please have your company logo (.jpg format) emailed to melanie@wnyvegfest.com

Signature: _____

Please sign above

Date

Check: Payable to WNY VegFest

Credit Card: (Visa, Mastercard, American Express, and Discover)

Credit Card # _____ Exp Date: _____ 3- or 4-Digit Security Code _____

Cardholder Name: _____ Signature: _____ Date: _____

MAIL FORMS AND PROMOTIONAL MATERIAL TO:

WNY VegFest
PO Box 726
1200 William Street
Buffalo NY 14240-0726

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