



# Invitation to become a sponsor of Michiana's second Annual VegFest!

**Michiana VegFest, Inc. is a 501(c)(3) nonprofit organization.  
All donations are tax deductible!**

Our festival is a free one-day event, open to all members of our community. Organized by a dynamic group of volunteers, it aims to celebrate and promote a plant-based lifestyle for health, compassion, and environmental conservation.

Our inaugural VegFest in March 2018 welcomed 3,000 visitors! In this rapidly expanding market, we promote the many benefits of a plant-based diet and lifestyle. We highlight delicious foods through educational lectures by nationally recognized speakers, chef cooking demonstrations, and displays by local and regional vegan-friendly businesses and nonprofit organizations. We especially welcome children to a fun-filled, informational and experiential Kids' Corner.

Sponsorships cover the cost of our venue and overhead expenses such as printing, graphic and web design, outreach, collateral, and much more.

In return, sponsors receive many benefits, as outlined on the next page.

## **Speaker/Chef Sponsorship**

Speaker and Chef sponsorships enable organizations and businesses to support one, or more, of our invited Speakers or Chefs. This sponsorship covers expenses for the presenter, including honorarium, travel, lodging, and supplies. In return, it provides sponsors with marketing opportunities and media exposure with that presenter.

## **Gift Bags Sponsorship**

We offer several sponsorships for gift bags. Businesses and organizations can prominently display their logo on the bags and place their business card and/or coupons inside.

Each sponsorship package offers exciting benefits:

Sponsorship/Donation Level	Bronze	Silver	Gold	Platinum	Major Sponsor
	\$500	\$750	\$1000	\$2000	\$4000
Exhibit Table	yes	yes	yes	yes	yes
Recognition during Event	yes	yes	yes	yes	yes
Company/Business Logo on Website	yes	yes	yes	yes	yes
Mentions on Social Media	2	3	4	6	10
Company/Business Logo in Programs		small	medium	large	large
Company/Business Logo on Event Promo Posters & Leaflets			small	large	large
Company/Business Logo on Event Billboard & Banners					yes



Vendors at Michiana VegFest 2018, University of Notre Dame



Chef demo at Michiana VegFest 2018, University of Notre Dame