

Vegan Roots Fest

The South's Original Veg Fest

Rooted in Charlottesville VA since 1997

SPONSOR PACKAGES

Thanks for your interest in the Vegan Roots Fest!

Charlottesville hosted the South's very first Vegfest in 1997, and the last several festivals have attracted 2-3,000 attendees. We're proud of our roots, and our festival offers you a great opportunity to tap in to this quickly growing demographic!

Vegan Roots Fest Mission and Your Organization

Sponsors should support the mission of Vegan Roots Fest, which is simple: the promotion of nonviolence and the creation of a just and healthy world for both humans and animals. We do not require that your organization or business directly pursue vegan advocacy. However, any business or organization that is directly involved in the exploitation of animals or humans and/or the direct sale of animal flesh or products will not be considered as sponsors, as such violence is in explicit opposition to our mission.

We view our partnerships with sponsors not only as a means of raising much-needed funds but, more important, as a way to forge meaningful and mutually supportive relationships in Charlottesville.

Broaden your Reach

Attendance

Past festivals have seen 2,000-6,000 attendees.

Local Media Outreach

We partner with local and regional media sponsors to advertise for the festival. We also do this to provide greater recognition and marketing for our sponsors. We've worked with the following media outlets in recent festivals:



Online & Social Media Presence

Our website was redesigned in 2017 to provide a more vibrant and engaging experience to highlight the festival's focus, to feature participants more effectively, and to give greater visibility to our sponsors. Last year we had 8,000+ visits to our site (7,100 unique visitors) with 18,000+ webpage views. In addition to Facebook, we have launched an Instagram account, we have revitalized our

Twitter presence, and we have developed a broader media landscape with video and still photography to promote the festival, its sponsors, and its participants.

New location

After successfully relocating the festival in 2017, the Vegan Roots Fest will again take place at Booker T. Washington Park. We have chosen this location for its proximity to UVA/CAT bus stops as well as its central location in the city. This is an accessible location for everyone.

Sponsorship Donation Levels

Sponsorship Level	★★★★	★★★	★
Cost	\$2,000+	\$1,000	\$500
Exhibit Space (\$100 value)	✓	✓	✓
Logo on home page of website	✓		
Logo on sponsor page of website	✓	✓	✓
Organization description on sponsor page of website	✓	✓	
Logo on t-shirt	✓	✓	
Print Advertising	✓		
Social Media and TV/Radio	✓		
Recognition by MC at Event	✓	✓	✓

Payment should be received by September 15.

All sponsorship donations are tax-deductible. Charlottesville Vegan Roots Fest operates with a 501(3)c non-profit fiscal agent, [Voices for Animals](#). [Voices for Animals](#) is a local, completely volunteer-run group dedicated to vegan outreach

and animal advocacy. Stacey Norris, the president of Voices for Animals, was awarded the 2016 Virginia Federation of Humane Societies Advocacy Award.

We can't do it without you!

In the past several years much of the expense associated with organizing and executing the festival has come from exhibitor registration fees and out of the pockets of the festival organizers. This isn't sustainable. **We need you to help us keep this festival going.**

Our mission and message are important to the animals, our community, and the planet we share, and your support ensures that we can continue to provide this experience for generations to come.

If you have any questions, please email veganrootsfest@gmail.com

