

# Vegan Roots Fest

*The South's Original Veg Fest*

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*Rooted in Charlottesville VA since 1997*

## SPONSOR PACKAGES

Thanks for your interest in the 2017 Vegan Roots Fest!

Charlottesville hosted the South's very first Vegfest in 1997, and the last several festivals have attracted around 2,000 attendees. We're proud of our vegan 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, quite simply, is 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 within 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 Media Presence

Our website was overhauled last year and has been redesigned and rebranded for 2017. We've had over 5,000 webpage views since the last festival (with over 2,400 unique visitors), and we currently have 1,102 Facebook followers.

## New location

The 2017 Vegan Roosts Fest will 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

Level	Three-Star Sponsor	Two-Star Sponsor	One-Star Sponsor
<b>Cost</b>	<b>\$1,000+</b>	<b>\$500</b>	<b>\$200</b>
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	✓		
Facebook/TV/Radio Advertising	✓		
Recognition by MC at Event	✓	✓	✓

### **Payment must be received by September 1, 2017.**

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, caring for neglected dogs living on chains, and working with feral cat populations. 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 is important to the community and the planet, and your support ensures that we can continue to provide this experience for generations to come.**

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If you have any questions, please email [cvillevegfest@gmail.com](mailto:cvillevegfest@gmail.com)

