



# 2024 LANCASTER VEGFEST VENDOR & SPONSOR INFO

JUNE 1st & 2nd



# About Lancaster VegFest

Lancaster VegFest is a free community event that attracts over 15,000 attendees & 120+ vendors. Lancaster VegFest is central to New York, DC, Baltimore, Philly, New Jersey, Delaware, and attracts people from all over the US. Our mission is to provide information about the benefits of a plant-based diet for health, the environment, and to animals.



[PAVEGFEST.COM](http://PAVEGFEST.COM)



[@PAVEGFEST](https://www.instagram.com/PAVEGFEST)



[@PAVEGFEST](https://www.facebook.com/PAVEGFEST)

# VegFest In Numbers



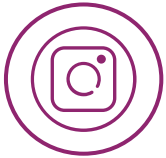
**15,000+**

VegFest Attendees



**500**

VIPS



**5,000+**

Instagram Followers



**6,000+**

Instagram Followers





*Live*  
*Concert*





*Headline*

*Speakers*





*All The  
Fun*



# Sponsor Lancaster VegFest

	<b>GOLDEN BEET \$2,500+</b>	<b>RED RADISH \$1,500</b>	<b>PURPLE CARROT \$1,000</b>	<b>GREEN BEAN \$700</b>
<b>Website Recognition</b>	✓ +Front Page	✓ +Front Page	✓	✓
<b>Facebook &amp; IG Posts or Reposts</b>	4	3	2	1
<b>Logo or Name on Shirts &amp; Bags</b>	✓ (logo/biggest)	✓ (logo)	✓ (name)	
<b>Logo on Welcome Banner</b>	✓ (logo/biggest)	✓ (logo)		
<b>Logo or Name on Promotional Flyer</b>	✓ (logo/biggest)	✓ (name)		
<b>Ad Size in Program</b>	Full Page	½ Page	¼ Page	⅛ Page
<b>Items in Event Swag Bag</b>	4	3	2	1



# Specialty Sponsorships



## ***Presenting Sponsor \$10,000***

- All Golden Beet Sponsor Benefits Plus:
- The Presenting Sponsor will be promoted as the “Presenting Sponsor” on all promotional material
- Option to have up to a 600 sq ft of exhibit space on Festival grounds (display subject to prior approval to ensure event continuity)
- Exclusive Sponsor Logo on Stage Tent
- Additional benefits to be negotiated based on specific needs and business type



## ***Eco Car Show Sponsor \$5,000***

- All Golden Beet Sponsor Benefits Plus:
- Exclusive vehicle sponsorship
- Exclusive Lancaster VegFest “Eco Car Show” signage
- Onsite activation space for 2 eco-friendly vehicles & 10’ branded promotional display area – 600 sq ft footprint on Festival grounds (Must only display & promote vehicles with synthetic and non-leather interiors)
- Additional benefits to be negotiated based on specific needs

**[SEE ALL POLICIES HERE](#)**





# Sponsorships

## Golden Beet Sponsor \$2,500+

- The Golden Beet Sponsors will receive the highest visibility & recognition among event sponsors in on-site signage
- Option to have up to 300 sq ft of exhibit space on festival grounds with premium placement (includes 2 tables and 2 chairs)
- Banner placement at the event on the Welcome Tent
- One full-page ad in program | Size: 4.5 width x 7.5 heights (please send your ad by April 17th)
- Company logo on all Lancaster VegFest shirts & bags
- Sponsor recognition on the Lancaster VegFest website home page
- Website ([www.pavegfest.com](http://www.pavegfest.com)) listing on sponsor page (including logo & website link)
- At least 4 mentions throughout Lancaster VegFest social media including Facebook & Instagram as our Golden Beet Sponsor
- Opportunity for 4 branded materials of your choice in giveaway bags & branded giveaways
- Feature listing with company LOGO on all printed promotional materials (posters, rack cards, flyers) as a sponsor for the event

## Red Radish Sponsor \$1,500

- Option to have 200 sq ft of exhibit space on Festival grounds with premium placement (includes 2 tables and 2 chairs)
- Banner placement at the event on the Welcome Tent
- One half-page ad in program | Size: 4.5 width x 4.5 height (please send your ad by April 17th)
- Company logo on all Lancaster VegFest shirts & bags
- Sponsor recognition on the Lancaster VegFest website home page
- Website ([www.pavegfest.com](http://www.pavegfest.com)) listing on Sponsor page (including logo, & website link)
- Mentions in Lancaster VegFest Facebook and Instagram posts as our Red Radish Sponsor
- Opportunity for 3 branded materials of your choice in giveaway bags & branded giveaways.
- Company NAME listed on all promotional materials (posters, rack cards, flyers) as a sponsor for the event



# Sponsorships

## *Purple Carrot Sponsor \$1,000*

- Option to have 10x10 sq ft of exhibit space on Festival grounds with premium placement (includes 1 table and 2 chairs)
- One-Quarter ad in program | Size: 4.5 width x 1.75 height (please send your ad by April 17th)
- Company name on all Lancaster VegFest shirts & bags
- Website ([www.pavegfest.com](http://www.pavegfest.com)) listing on sponsor page (including logo, Facebook link, or website link)
- Mentions on Lancaster VegFest Facebook and Instagram posts as our Purple Carrot Sponsor
- Opportunity for 2 branded materials of your choice in giveaway bags & branded giveaway.

## *Green Bean Sponsor \$700*

- Option to have 10x10 sq ft of exhibit space on Festival grounds for premium placement (includes 1 table and 2 chairs)
- Company branded logo in VegFest program | Size: 2.25 width x 1.75 height (please send your ad by April 17th)
- Website ([www.pavegfest.com](http://www.pavegfest.com)) listing on sponsor page (including logo, Facebook link or website link)
- Mentions on Lancaster VegFest Facebook and Instagram posts as our Green Bean Sponsor
- Opportunity for 1 branded material of your choice in giveaway bags and branded giveaway.

# Festival Vendors



## *Animal Haven*

non-profit animal organizations,  
animal shelters



## *Vegan Food Court*

vegan food vendors (restaurants,  
food trucks, cafes, caterers)



## *Beer Garden*

over 21 area for vegan beer &  
mixed drinks



## *Farmers Market*

local farms, produce companies,  
pre-packed foods, flowers



## *Vegan Marketplace*

vegan handcrafted items,  
apparel, beauty, art, etc



## *Health & Wellbeing*

fitness companies, massage  
therapists, acupuncture.



## *Kids Zone*

kid-specific vendors such as  
daycares, schools, enrichment



## *Local Impact*

local orgs that promote positive  
change in Lancaster

### **Booth Fee**

**One Day: For Profit: \$250 | Non Profit: \$100 | Food Truck & Beer Garden: \$350**

**Two Days: For Profit: \$350 | Non Profit: \$150 | Food Truck & Beer Garden: \$450**

### **Booth Details**

10x10 Booth Space | Outdoors | Rain or Shine

### **Booth Add Ons**

6' Table: \$15 ea | Chairs: \$5 ea | 10x10 Tent: \$100 | Electrical: \$75 per outlet

*Refund Policy: All registration fees are non-refundable. [SEE ALL POLICIES HERE](#)*





# Food/Beverage Vendors

## **Food + Beverages**

All food and beverages **MUST BE VEGAN** (no animal products, flesh, fat, broth, gelatin, egg, dairy, or honey).

## **Health Permit**

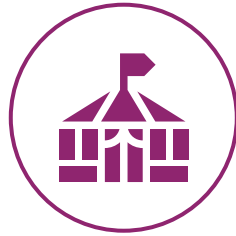
To sell, sample, or give away food or drinks, you must have a **Lancaster City Health License**. To obtain a City Health License, contact Tyresa M. Bailey from the Lancaster Health Department at [TBailey@cityoflancasterpa.com](mailto:TBailey@cityoflancasterpa.com). A temporary Lancaster permit will cost an additional \$140, to be paid to the City Health Department. All Licences must be obtained before May 1st.

Anyone cooking with any type of fuel source needs to have a fire extinguisher. Vendors must also have a Pennsylvania Department of Revenue (717-845-6661) sales tax license.

## **Food Trucks & Trailers**

The max space allowed is 20x7. Due to limited space this year, no vehicles will be able to be parked with your truck or trailer.

# *Apply*



*Vendor*



*Sponsor*

**For Questions, Contact**

Courtney Kokus

[pavegfest@gmail.com](mailto:pavegfest@gmail.com)

*Application Deadline: May 1st*