

# CELEBRATING 10 YEARS!



## 2026 LANCASTER VEGFEST VENDOR & SPONSOR INFO

JUNE 6th & 7th



# About Lancaster VegFest

Lancaster VegFest is a free, family-friendly community festival celebrating 10 years of impact, welcoming 15,000+ attendees and 100+ vendors annually. Centrally located within easy reach of New York City, Washington DC, Baltimore, Philadelphia, New Jersey, and Delaware, the event attracts visitors from across the region and beyond. Our mission is to educate and inspire through the benefits of a plant-based lifestyle for human health, environmental sustainability, and animal protection.



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



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



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

# Lancaster VegFest In Numbers



**15,000+**

VegFest Attendees



**10**

Year's Running



**14,000+**

Engaged Social Following



**100+**

Vendors



# 10th Annual Lancaster VegFest

**In 2026, Lancaster VegFest celebrates 10 years of food, education, community, and compassion.**

What started as a small local gathering has grown into one of Pennsylvania's most anticipated plant-based festivals, and this anniversary year will be bigger, more visible, and more impactful than ever.

## Why the 10th Year Is Different

- **10th Annual Celebration** with special programming and on-site activations
- **Expanded regional marketing push** across PA, NY, NJ, MD, DC
- **Lancaster Vegan Restaurant Week returns**, extending VegFest's impact beyond the park
- **Increased media interest** tied to the milestone anniversary
- **Higher engagement** from long-time attendees, vendors, and community partners

## New & Exclusive for 2026

- **10th Anniversary Photo-Op** designed for social sharing and brand visibility
- **"10 Years of VegFest" storytelling** highlighting community impact & growth
- **Founding & fan-favorite vendors** invited back for the celebration
- **Limited-edition anniversary merchandise**
- **Anniversary keynote speaker** anchoring the weekend



*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

## 10th Anniversary Sponsor Recognition

All 2026 sponsors receive additional anniversary-year visibility, including inclusion in milestone promotions and special on-site recognition.



### *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

# 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: 5.5 width x 8.5 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: 5.5 width x 4.25 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: 2.75 width x 4.25 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: 2.75 width x 2.125 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.

# Sponsorship Placement

## Shirts & Bags



## Event Handouts



## Digital



[SEE ALL POLICIES HERE](#)

# Brand Activations

Participating in Lancaster VegFest as a brand offers numerous advantages, allowing businesses to connect directly with a niche audience passionate about plant-based living, sustainability, and wellness. Here's a breakdown of the key benefits:

1. Access to a Targeted Audience
  - Engage with thousands of attendees passionate about veganism, sustainability, and holistic health.
2. Enhanced Brand Visibility
  - Showcase your brand in a high-energy festival atmosphere, gaining exposure through event marketing and word-of-mouth.
3. Direct Consumer Engagement
  - Build personal connections with potential customers, receiving real-time feedback on products and services.
4. Network with Like-Minded Businesses
  - Connect with other vegan, sustainable, and wellness-focused businesses for potential collaborations.
5. Cost-Effective Marketing
  - Lower cost-per-impression compared to traditional advertising due to direct interactions with a pre-qualified audience.
6. Positive Environmental Impact
  - Showcase your alignment with Lancaster VegFest's eco-friendly mission by using sustainable materials and practices.



**CONTACT COURTNEY FOR  
DETAILS AND PRICING  
PAVEGFEST@GMAIL.COM**

[SEE ALL POLICIES HERE](#)

# 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: \$20 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)

*Lancaster VegFest is a small woman-owned business run under the The Vegan Circus, LLC.*