

Cleveland VegFest

2024 Sponsor Deck

the Cleveland
VEGAN
SOCIETY

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The Cleveland Vegan Society (CVS) was founded for charitable and educational purposes to promote a vegan lifestyle by informing the public about the healthful, sustainable, and compassionate benefits of plant-based eating and living free from animal exploitation.

The Cleveland Vegan Society is a 501(c)3 tax-exempt organization, established 2012 in Cleveland, OH. with a mission to spread the message of compassionate and conscious living throughout the Cleveland area with community-wide initiatives.

Not only do we share with our neighbors the benefits of vegan living, we provide resources for inquiry, education, and cruelty-free products. Please join us so that we may work together to help create a just and compassionate world for all.

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ABOUT THE CLEVELAND VEGFEST

The Cleveland Vegan Society is excited to announce that the Cleveland VegFest will be returning on June 22, 2024. After a disruption to our annual event caused by the pandemic, the Cleveland VegFest will be back bigger and better than ever! Held at the Huntington Convention Center of Cleveland, the Cleveland VegFest is made possible through the support of generous sponsors, and the participation of local plant-based food vendors, artisans, makers, merchants, speakers, non-profit organizations, and animal sanctuaries with a mission to showcase the benefits of a cruelty-free lifestyle.

With a mission focusing on encouraging awareness, education, and access to information about environmental sustainability, healthier lifestyle choices through plant-based eating, and compassionate approach to ending animal agriculture, the Cleveland VegFest regularly draws over 13,000 attendees and continues to be one of the largest in the mid-west.



SPRING

Lasa Sanctuary
Love all. Sewe all.
Love animals. Teach compassion. Live

Ohio Made. Hot Sauce.
THE DIRTY SAUCE CO.
Hot Sauce
COLUMBUS, OH

RUSTIC-MAK
RUSTIC-MAK Natural

BITCHY
vegan
HOMO

MEET MEET MEET

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BY THE NUMBERS

- 13,000+ expected attendance
- 150+ event vendors
- \$75,000 - \$100,000 estimated economic impact for local vendors and businesses
- 4,000 e-mail subscriber list
- ~10,000 combined social media followers
- 1 million+ audience reach for media promotion (proposed online, TV, radio, print, billboards, etc.)

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GENERAL EVENT PROMOTION AND SPONSOR BENEFITS

- Direct exposure to 13,000+ attendees
- Print: Scene Magazine, Lakewood Observer, Cleveland Heights Observer, Columbus Free Press, Edible Cleveland
- Online: Plain Dealer/Cleveland.com, Akron Beacon Journal, and many other website calendar listings
- Radio: WKSU 89.7 (NPR), WDOK 102.1
- Social Media: Facebook (6,600 followers), Instagram (3000 followers)
- Logo on Cleveland Vegan Society website's VegFest Sponsor page with a link to your website through the end of the year
- Logo on promotional materials: 20,000 postcards, 2500 Flyers posted locally and regionally (Logo inclusion only guaranteed if sponsorship is confirmed by print deadline. This benefit is not included at the Bronze Sponsorship level.)

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**Presenting Sponsor
\$20,000**

ADDITIONAL SPONSOR BENEFITS AT THIS LEVEL

- Cleveland Vegfest will be credited as “Presented by” your business/organization along with CVS in all written and verbal listings of the event.
- Prominent placement of your logo on the CVS website VegFest landing page for 2 months prior and one month after the event
- Your logo on VegFest volunteer T-shirts
- Your logo on the VegFest digital event program as a Presenting Sponsor
- Prominent promotional booth (up to a triple booth size) at VegFest (Three 10x10 booths with tables and 2 chairs each)
- Your business/organization mentioned before each of the films, speakers and cooking demos
- Your logo on the VegFest presentation screen before each speaker as a Presenting Sponsor
- Tagging of your business/organization on every social media post for VegFest on Cleveland Vegan Society social channels
- Dedicated social media thank you promotion for your business/organization on Cleveland Vegan Society Social Channels
- Your business/organization logo, with link, in our monthly e-newsletter. Listing begins with your commitment and remains through the rest of the calendar year on each newsletter.

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**Platinum Sponsor
\$10,000**

ADDITIONAL SPONSOR BENEFITS AT THIS LEVEL

- Prominent placement of your logo on the CVS website VegFest landing page for 2 months prior and one month after the event
- Your logo on VegFest volunteer T-shirts
- Your logo on the VegFest digital event program as a Platinum Sponsor
- Prominent promotional booth (up to a double booth size) at VegFest (Two 10x10 booths with tables and 2 chairs each)
- Naming of the Speaker Stage or Food Demo Stage
- Your logo on the VegFest presentation screen before each speaker as a Platinum Sponsor
- Dedicated social media thank you promotion for your business/organization on Cleveland Vegan Society Social Channels
- Tagging of your business/organization on social media posts for VegFest on Cleveland Vegan Society social channels the week of the event.
- Your business/organization logo, with link, in our monthly e-newsletter. Listing begins with your commitment and remains through the rest of the calendar year on each newsletter.

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**Gold Sponsor
\$5,000**

ADDITIONAL SPONSOR BENEFITS AT THIS LEVEL

- Your logo on VegFest volunteer T-shirts
- Your logo on the VegFest digital event program as a Gold Sponsor
- Prominent promotional booth at VegFest (one 10x10 booth with table and 2 chairs)
- Naming of the Cruelty-Free Marketplace, Screening Room, Kid's Activity Center, Art Gallery or Vegan Food Court
- Your logo on the VegFest presentation screen before each speaker as a Gold Sponsor
- Dedicated social media thank you promotion for your business/organization on Cleveland Vegan Society Social Channels
- Tagging of your business/organization on social media posts for VegFest on Cleveland Vegan Society social channels the week of the event.

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**Silver Sponsor
\$1,250**

ADDITIONAL SPONSOR BENEFITS AT THIS LEVEL

- Your logo on the VegFest digital event program as a Silver Sponsor
- Prominent promotional booth at VegFest (one 10x10 booth with table and 2 chairs)
- Your logo on the VegFest presentation screen before each speaker as a Silver Sponsor
- Dedicated social media thank you promotion for your business/organization on Cleveland Vegan Society Social Channels
- Tagging of your business/organization on social media posts for VegFest on Cleveland Vegan Society social channels the week of the event.

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**Bronze Sponsor
\$650**

ADDITIONAL SPONSOR BENEFITS AT THIS LEVEL

- Your logo on the VegFest digital event program as a Bronze Sponsor
- Prominent promotional booth at VegFest (one 10x10 booth with table and 2 chairs)
- Your logo on the VegFest presentation screen before each speaker as a Bronze Sponsor
- Dedicated social media thank you promotion for your business/organization on Cleveland Vegan Society Social Channels



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Sponsor Benefits

	Presenting Credit	Print Ads	Online Ads	Radio Ads	Social Post	Postcard Flyers	C.V.S. Website Sponsor Page	Link in Newsletter	Volunteer T-shirts	Digital Program	On-screen logo at VegFest	Triple Booth at VegFest	Double Booth at VegFest	Single Booth at Vegfest	VegFest Announcement	Naming of VegFest area/stage
Presenting Sponsor	X	X	X	X	X	X	X	X	X	X	X	X			X	
Platinum Sponsor		X	X	X	X	X	X	X	X	X	X		X		X	X
Gold Sponsor					X	X	X	X	X	X	X			X	X	X
Silver Sponsor					X	X	X			X	X			X		
Bronze Sponsor					X		X			X	X			X		



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INTERESTED IN BEING A CLEVELAND VEGFEST SPONSOR?

Contact us by email or phone. We will send you a sponsorship contract and invoice.

Questions? Contact Julie Mostov: Phone: 216-470-1771

Email: jmostov@hotmail.com

www.clevelandvegansociety.org

Cleveland VegFest: PO Box 18434 Cleveland Heights, Ohio 44118

We are a 501(c)3 non profit organization, tax deductible and donation based.