



**MVF  
2022**

**Saturday  
June 25th  
10AM-6PM**

Port Credit Memorial Arena

**SPONSORSHIP & VENDOR  
OPPORTUNITIES**


# ABOUT US

Supporting local vegans,  
promoting vegan business,  
and educating the curious.



"Finally there is  
an awesome  
vegan event in  
Mississauga!!"  
-Cynthia L

Mississauga VegFest invites vegan businesses, industry professionals, and animal activists from the YYZ area to Port Credit, Mississauga for one incredible day **June 25th** to sell products, exhibit art, promote charities, meet likeminded individuals, and discover the next wave of vegan innovation. Our attendees get to devour delicious vegan foods, try cruelty-free health and beauty products, sport some new veg-friendly apparel, meet animal activists, donate to compassionate charities, dance with playful mascots, learn about an ethical plant-based lifestyle, and so much more. Born out of a love of animals and a need for more vegan representation in Mississauga, MVF hopes to spread the word about the benefits of a vegan lifestyle through connection and celebration. *Be cool, not cruel. Go Vegan.*



Amazing event!  
Great turnout!  
Yummy food and  
happy vibes!  
-Daniel N

One of  
Ontario's  
**BIGGEST**  
VegFests  
with over  
**10,000**  
attendees!





# 10,000 Attendees Over 85 Vendors

**95%** of 2019 attendees said they were likely to return

**44%** of 2018 attendees had never been to a VegFest before.  
**80%** came from Mississauga and surrounding cities!



**When asked why they visited MVF 2019, attendees said:**

- vendors (32%)
- interest in veganism (30%)
- free admission (20%)

Our social media presence brought in **68%** of attendees in 2019

Followers: **3000+**

Website Visits: **19.5K+**

Email Subscribers: **450+**

} and growing daily!!

## **Material Distribution:**

Posters/Postcards: 1000 distributed in Mississauga and surrounding areas across southern Ontario.







# Look who SHARED the love!



**Bif Naked** ✓

@bifnaked

Follow

ICYMI @MVegFest THE COOLEST!!! 🙌🙌🙌

**GoodLife Magazine** 🇨🇦 @GoodLifeMissy

Hold a vegan festival they said. Make it free they said. People will come they said. They weee so right! Check out @MVegFest at Port Credit Arena today! [mississauga.com/community-stor...](http://mississauga.com/community-stor...)

5:29 AM - 15 May 2018

That's  
BIF NAKED!!



116 likes

**mariana.kitana** The first ever Mississauga Vegfest was great! So happy about the turn out. A lot of great booths and food trucks as well. Props to everyone that made this happen and to all who showed. P.s. Carrot Man was cool. #mississaugavegfest #mississauga #vegan #vegfest #beautifulday #smile

24 likes

**kittensmittensshop** The 1st Vegfest in Mississauga was a huge success! 🍷❤️ #mississaugavegfest #veggielove #vegfest2018 #success #avocado #mississauga #portcredit #vegans #veganshare #picoftheday

44 likes

**sickonsin** Mississauga VegFest was a blast!!! Big thanks to everyone that came out to it and to everyone that grabbed some SOS goodies - I really appreciate it! Thank you also to the @mississaugavegfest organizers for putting on a successful and fun event - it was a great first Fest! ❤️❤️❤️

# MVF Vendor & Sponsorship Opportunities

Partner with one of Ontario's largest VegFests! Sponsoring MVF provides you the unique opportunity to connect with the Mississauga community, to build brand awareness and show your company's support of an important cause: vegan living! Whether your brand purchases a MVF Sponsorship package or creates a customized program, it'll create positive PR and deliver visibility and interaction with thousands of attendees from Mississauga, the GTA, and beyond, including passionate vegans, animal lovers, local influencers, and potential customers.

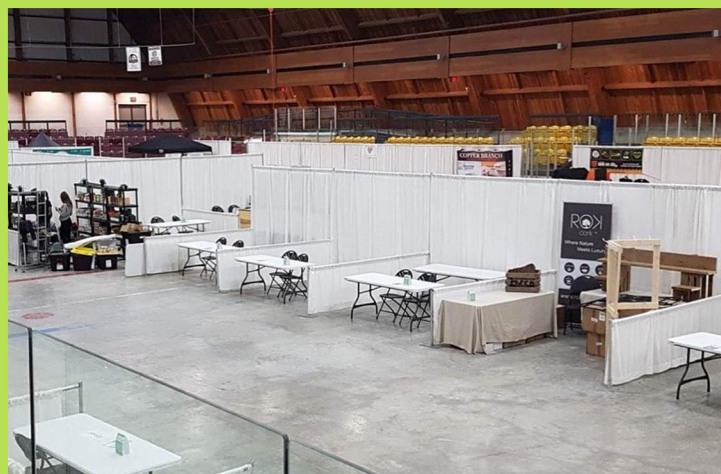
**Engage with a captive audience.**

## *Each Sponsorship Includes:*

- Prominent recognition and exposure before, during, and after the event.
- Connection with thousands of reachable consumers.
- Extended brand awareness

## *Single Indoor Vendor Booth:*

- Located in the arena, in the main rink space
- 10'x10' booth space
- White pipe and drape backdrop
- One 6' table, 2 chairs
- Options to purchase hydro hookup, additional table/chairs.



## *Outdoor Food Truck Space:*

- Located in the parking lot, easily seen from the VegFest main entrance and surrounding park space.
- Option to purchase hydro hookup
- Picnic tables for dining located close to Food Truck area.



# MVF SPONSORSHIP OPPORTUNITIES

Number Available

PLATINUM  
\$4000

GOLD  
\$2500

SILVER  
\$1000

FRIEND OF  
VEGFEST  
\$250

1

4

unlimited

unlimited

## PRE-EVENT RECOGNITION

Logo on Website (noting level of sponsorship)

●

●

●

●

Minimum # of Social Media Mentions

6

4

2

1

Exclusive Social Media Posts

3

1

Ad(s) Posted on Social Media

2

1

Minimum # of Newsletter Mentions

4

3

2

1

Ad(s) in Newsletter

3

1

Logo on Newsletters

●

●

●

●

## ON-SITE RECOGNITION

Logo on Sponsor Thank You Banner

●

●

●

Exclusive Sponsor Banner

●

Logo on Volunteer Shirts

●

Sponsor Mascot

●

Logo on Photo Op Wall

●

●

●

Complimentary Double Booth (w/ hydro)

●

Complimentary Single Booth (w/ hydro)

●

First Choice of Booth Location

●

Priority Choice of Booth Location

●

Integrate Questions into VegFest Attendee Survey

●

●

## POST-EVENT RECOGNITION

Sponsor Thank You Social Media Post

●

●

●

●

Exclusive Thank You Social Media Post

●

●

Ad(s) on Social Media

3

1

Sponsor Thank You Email Blast

●

●

●

●

Ad in Email Blast

●

●

Thank You in MVF Recap Video

●

●

●



-Social Media or Newsletter "mentions" refers to general sponsor thank you posts or other similar sponsorship related posts.

-Artwork for logos/ads/banner/etc to be provided by sponsor and must meet MVF guidelines.

-Logo placement will be organized based on hierarchy of package level.

-Sponsor mascot costume and volunteer to be provided by Sponsor.

-Priority Booth Choice will be 'first come, first served'.

-Complimentary booths include indoor

-Double booth must be combined as one large booth used for one company/organization.

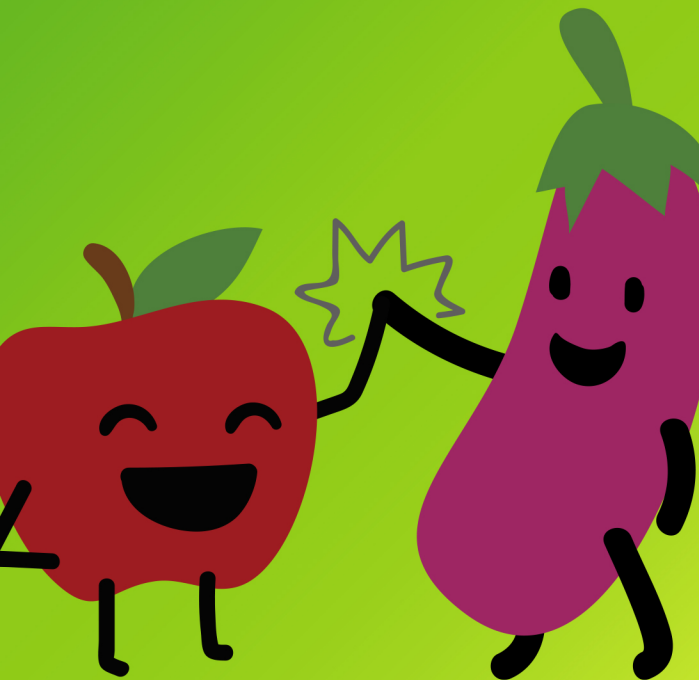
-Time slots for KidSanctuary schedule and event approval at organizers' discretion.





We're excited to start new relationships and welcome back returning vendors!

Contact us  
to submit  
your application!



# Vendor Price List

Indoor Booth - \$425

Indoor Corner Booth - \$525

Food Truck - \$550

Non-Profit - \$200

Sanctuary/Rescue - \$200

## Upgrades/Additional Charges

Hydro Hookup for Indoor Booth - \$90/each (includes 2 outlets)

Additional Table(s) - \$25/table

Additional Chair(s) - \$5/chair

HST Applicable on all upgrades



# DON'T MISS OUT!

Come say “hello”! There’s so much to gain and nothing to lose.

Contact us today to chat about what your partnership with MVF will look like.

[www.mississaugavegfest.ca](http://www.mississaugavegfest.ca)

[contact@mississaugavegfest.ca](mailto:contact@mississaugavegfest.ca)

  mississaugavegfest

