



VEGAN FESTIVAL



**2021
SPONSOR
INFO PACK**

Rundle Park / Kadlitpina

SAT 30 OCT, 11AM - 10PM

SUN 31 OCT, 11AM - 5PM



@veganfestivaladelaide



@vegan_festival_adelaide

VEGANFESTIVAL.INFO

VEGAN FESTIVAL

An annual event that celebrates all things vegan

Two massive days packed with food, live music, and education for compassionate, healthy, and sustainable vegan living.



"We were honored and lucky to launch our business at the popular vegan festival in 2017 held in Victoria square; from which our business soared from strength to strength."
- Anastasia Lavrentiadis, Staazi & Co

Close to
13,500
people
attended in
2020

Our event is for everyone, vegan and nonvegan, human and companion animal.



ABOUT OUR FESTIVAL

Vegan Festival Adelaide brings together Adelaide's local vegan and non-vegan community in an atmosphere of celebration and education. Founded in 2007, the Festival aims to explore a diverse vegan lifestyle and demonstrate how just a few adjustments can lead to a more compassionate way of living.

*The Festival was established in 2007 with around 1,500 attendees and has seen enormous growth with yearly increases from **7,000** in 2015 to around **13,000-17,000** guests through the gates in recent years.*



WHY VEGAN?

Veganism addresses some of the greatest issues facing the world today. The core of the movement is focused on the ethical treatment of animals. However, in doing so, there are also multiple benefits to human health and the global environment.

The number of vegans is growing globally, and **Australia has the 3rd fastest growing vegan market** in the world. Here in Adelaide, we have one of the strongest vegan communities in the country: A growing local community committed to global goals.

According to a 2020 report "Australia is the second-most popular nation in the world for vegans in 2020, behind only the UK, according to Chef's Pencil's latest annual index of the the most popular countries and cities for veganism around the world. Adelaide was the highest-ranking Australian city for vegans, placing 14th globally."



12,565 followers



5,247 followers



With vegan lifestyles increasing like never before, we aim to show our city how incredible, and mainstream, the world's fastest growing social movement really is. As it increases in popularity and size, costs expand and the event is ultimately funded by myself and my partner with finances assisted by stall fees, small sponsors and public attendance. At a time when we need to think of our health and planet like never before, the Festival's never been needed more.

Being aligned with the Vegan Festival Adelaide would see you being a leader in the ever growing ethical market which more and more consumers are seeing each year.

ENVIRONMENTAL

The Environmental Benefits Of Being Vegan:

In 2018, the UN warned the world that we have 12 years to limit climate change or face catastrophe (1). And, in the same year, we were told how, as individuals, we can help: "Avoiding meat and dairy is 'single biggest way' to reduce your impact on Earth." (2). A plant based diet is better for our Air, Land, and Water.

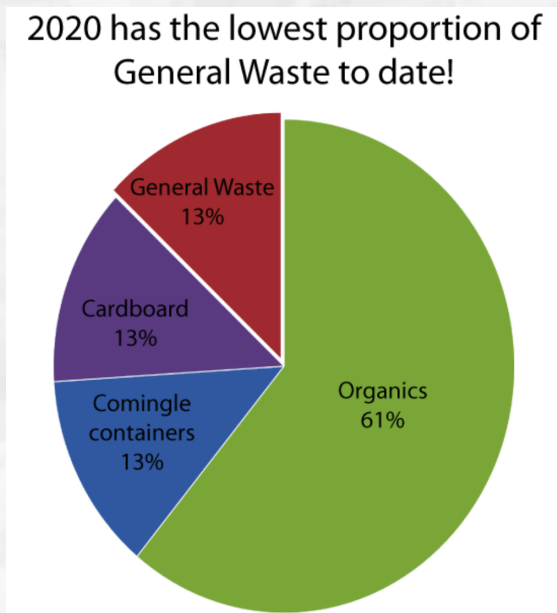
Another crucial step we can all take is minimising the amount of waste we send to landfill.

ZERO WASTE AIM

We're aiming to be a zero-waste event. Landfill sites are partially responsible for global warming as they generate and release biogas into the atmosphere. Biogas is a mixture formed primarily of methane gas (CH₄) and carbon dioxide (CO₂), two of the gases that cause climate change and an increase in the planet's temperature. According to the ISWA report, if the current situation continues and we do not take action, landfill sites will account for 10% of greenhouse gas emissions by 2025.

In order to reduce our environmental impact, we require ALL food stalls to use tableware that is compostable (not biodegradable) so we can make sure they can go straight in to the organics bins as planned. Plastic bottles, plates, and cutlery are NOT permitted at Vegan Festival Adelaide.

All stalls are asked to consider reducing use of products that can not be recycled or composted as much as possible.



Our achievements:

2020 - **Organics 61%** | **recycling 26%** | general waste 13%

2019 - **Organics 52%** | **recycling 30%** | general waste 17%

2018 - **Organics 46%** | **recycling 39%** | general waste 15%

2017 - **Organics 42%** | **recycling 33%** | general waste 25%

GET MORE INVOLVED

RAFFLE PRIZES

We really appreciate your offer of donations and ask that deliveries be made to 655 Grange Road Grange SA 5022 by 30 SEPTEMBER. If you have not yet offered anything for a raffle, but wish to take part, please send your offering to us along with the estimated value so we can add your business to Raffle Promotion and List of Prizes.

SHOW BAGS

If you wish to have your products shown to even more people, you can donate items to our show bags (quantity from 300), please contact us and send your items to 655 Grange Road Grange SA 5022 by 30 SEPTEMBER. Pre-approved voucher requests MUST be received by 30 September to be included.

KIDS TREASURE HUNT

All children (and their parents) will be provided with a Kids Treasure Hunt Card to take to and visit Sponsors stalls and receive either a stamp/sticker/signature from a stall holder/gold sponsor. They will take the completed card to the Info Booth to redeem their prize. This Treasure Hunt aims to encourage more customers to visit Sponsors stalls.

OTHER VEGAN EVENTS

The popularity of the Vegan Festival Adelaide has seen a rise in additional events such as:

- [Vegan Palooza](http://www.veganpalooza.info) - a fully vegan food festival (www.veganpalooza.info)
- [Vegustation](#), a fine dining experience for compassionate foodies
- [Gincident](http://www.gincident.info) - a fully vegan gin festival (www.gincident.info)
- [Cooking demonstrations](#) at Adelaide Central Market
- [Vegan Film Festival](http://www.veganfilmfestival.net) Adelaide (www.veganfilmfestival.net)
- [Green Brick Road](#) - a vegan food trail



Let us know if you would like to be involved in any of our other ventures listed above too.



SPONSORSHIP PACKAGES

VEGAN FESTIVAL ADELAIDE

30 Oct & 31 Oct 2021

sponsorship@veganfestival.info

GOLD: \$1,500

OPPORTUNITIES: 10

Complimentary stall space 3x3m
Small business logo featured on Program
Facebook recognition monthly **IF CONTENT IS PROVIDED BY SPONSOR**
Recognition on Main Stage both days
Small logo on VF website with web link
Your banner* at KIDS ZONE

DIAMOND: \$3,000

OPPORTUNITIES: 6

Complimentary stall space and marquee (3x3m)
Facebook recognition every 3 weeks
IF CONTENT IS PROVIDED BY SPONSOR
Frequent recognition on Main Stage both days
Medium business logo featured on Program
Medium logo on VF website with web link
Your banner* on perimeter fencing
Choice of stall location from suggested sites

PATRON: \$10,000

OPPORTUNITIES: 1

Complimentary stall space and marquee (3x3m or 3x6)
Facebook recognition every 2 weeks **IF CONTENT IS PROVIDED BY SPONSOR**
Frequent recognition on Main Stage both days
XL business logo featured on Program
XL logo on Festival website with web link
Your banner* at Workshop Zone
Opportunity to provide for Show Bags with exclusivity in your category
Exclusivity of your product category among stall holders
Interview/Speech on Main Stage - up to 5min
Your banner* on the venue fence internally and externally
Area naming rights for Main Stage
Promote your brand inside the venue

PLANT POWER: \$2,000

OPPORTUNITIES: 1

Exclusive naming rights to the Cooking Area
Branding opportunity on door openings to kitchen pod (2m x 2.5 tbc)
Facebook recognition monthly **IF CONTENT IS PROVIDED BY SPONSOR**
Small business logo featured on program
Small logo on the VF website with web link
Mentions on cooking demo events at VF

PLATINUM: \$4,000

OPPORTUNITIES: 3

Complimentary stall space and marquee (3x3m or 3x6)
Facebook recognition every 2 weeks **IF CONTENT IS PROVIDED BY SPONSOR**
Frequent recognition on Main Stage both days
Large business logo featured on Program
Large logo on Festival website with web link
Your banner* at Workshop Zone
Opportunity to provide for Show Bags with exclusivity in your category
Exclusivity of your product category among stall holders **
Interview/Speech on Main Stage - up to 5min
Your banner* on the venue fence internally

For media opportunities
or a bespoke package
please contact

sponsorship@veganfestival.info

Brought to you by:



VEGANFESTIVAL.INFO

*Banner to be provided by Sponsor

**excludes companies with wide range stock.

TESTIMONIALS

"The City of Adelaide is proud to sponsor the 2017 Vegan Festival Adelaide. The vegan movement is rapidly growing. It is great to see that many South Australian entrepreneurs have successfully turned their passion into profitable and sustainable businesses and are participating as stallholders at the festival. Thank you also to the many volunteers who have contributed their time towards the ongoing success of this community event since 2007."

- Martin Haese, former Lord Mayor, 2017



"I had the honour of speaking at the Vegan Festival Adelaide back in 2016, and I will tell you, I've been to a lot of vegan festivals in my lifetime but it was by far, hands down, the best vegan festival I've ever been to. There's great food and drinks and music and fantastic speakers and inspiring talks. I really hope that someday I get to return to Vegan Festival Adelaide"

**- LEILANI MUNTER
FORMER RACE DRIVER. DOCUMENTARY FILMMAKER WITH OPS.**



The Adelaide Vegan was a real highlight of my 2019. I've spoken at many events now and never seen one that ran so smoothly and efficiently. Communication with the organisers was first class and they bent over backwards to make sure that I was comfortable and had everything I needed. I had so much fun meeting everyone at the VIP breakfast and the post festival drinks, I really felt like part of a tight knit team after only two days together. I really couldn't recommend this event more highly to anyone who wants to have a great time while sharing an important message.

**-ANDREW TAYLOR
SPEAKER & FOUNDER OF SPUDFIT.COM**



"Detailed, thorough and meticulously organised with thoughtful consideration in all aspects of event planning. We were honored and lucky to launch our business at the popular vegan festival in 2017 held in Victoria square; from which our business soared from strength to strength. The exposure at the vegan events that we received over the following year contributed to the successful opening of our brick and mortar store in the city. Their involvement in the community and networking with local businesses is driven by their inspiring and unmistakable determination and passion for a kinder world for all who walk through it."

**- ANASTASIA LAVRENTIADIS
STAAZI & CO**



Sandy Pandey

Another awesome event. Look forward to it every year. Does not disappoint.



Donna Honeychurch

Had a wonderful time, eating delicious veggie curry and sweet treats. We loved our goodie bag

PAST SPONSORS & SUPPORTERS

Platinum sponsor

City of Adelaide | Delicia | Tony & Marks

Diamond Sponsors

Titanium Security | Space AV | Atlas Event & Party Hire | Ecolateral | Clean World Foundation | Balfours | San Remo | Loving Heart

Gold Sponsors

Francesco's Cicchetti | Lord of the Fries | Totally Vegan by Charlie | Cruelty Free Super | Vegfund | Nagev |

Supporters

Adelaide Central Market | Sanitarium | Vegan Pet | Vege Chips | Natio | Davroe | Lamyong

KEY CONTACTS

Vegan Festival Director:

Lea McBride - 0414 437 553

Vegan Festival Deputy Director:

Rebecca Burnett - 0481 385 104

For enquires email us at
sponsorship@veganfestival.info

or

admin@veganfestival.info

The Vegan Festival is brought to you by Any Excuse... Event Styling and Planning and has a team of very dedicated volunteers. Part proceeds are distributed to various animal charities. It is first and foremost a public educational event but also acts as the best possible environment to promote and raise funds for the not-for-profit organisations who are related to the festival matters and believe in promoting a compassionate, healthy and ethical lifestyle.