



SPONSOR OPPORTUNITIES

Creating a just, compassionate,
climate-secure Oregon

www.EugeneVeganFest.com



EVENT DETAILS

The Eugene VeganFest is a celebration of compassionate and sustainable living with fantastic food, innovative vendors, and inspiring speakers. Join us for a fantastic day where together we will learn how to curb climate change, save animals from suffering, and help our bodies thrive. There will be dozens of local vendors featuring delicious plant-based food and drink, non-profits doing good work in the community, animal sanctuaries that rescue animals in need, eco products that help change the world, and more. Combining traditional marketing efforts with organizational and volunteer-driven social media campaigns and sponsor promotion ensures that you will connect with a niche market aligned with sustainability, health, and ethical living values.

As a sponsor, you will:

- ✔ reach your target audience with your message
- ✔ reach a new demographic of festival goers
- ✔ have a wide impact across multiple platforms





A GREAT FIT FOR HIGHLY TARGETED VISIBILITY

Sponsoring with the Eugene VeganFest is a great fit for those wanting highly targeted marketing. With a wide range of media outreach and promotion including print, online, social media, and radio, sponsors will have ample avenues to engage with our target audience. Eugene VeganFest is set to achieve impressive reach and attendance metrics:

- *Estimated Reach:* With a robust promotional strategy including newsletters, social media, and media coverage, the festival is projected to reach over 10,000 individuals across multiple channels.
- *Attendance:* Based on similar events, attendance is expected to attract over a thousand attendees.

These projections highlight the festival's capacity to connect with a highly engaged audience aligned with sustainability, health, and ethical living values and establish itself as a premier event for eco-conscious and plant-based living enthusiasts.

SPONSORSHIP OPTIONS

✔ ADVOCATE PACKAGE- \$500

- If you are joining us at the event, you will have prominent placing for your booth.
- Your logo with a link will be featured on our Eugene VeganFest website as a Sponsor.
- Your logo will be featured in the printed program as a sponsor.
- Your logo will appear on the posters, flyers, and other printed promotional material if sponsorship is established before printing.
- Our eternal gratitude! (*Sponsorships support Compassionate Living's important work*)

Sponsorships support Compassionate Living's important work. *Compassionate Living is a 501c3 non-profit organization working to end farmed animal suffering and encourage a vegan lifestyle to help our community thrive. The Eugene VeganFest is a fundraiser for Compassionate Living. All vendor and sponsorship packages are 100% tax deductible donation- Compassionate Living non-profit tax id # 36-478 0920 www.Compassionate-Living.org*

SPONSORSHIP OPTIONS

✔ ALTRUIST PACKAGE- \$2,000

- If you are joining us at the event, you will have prominent placing for booth space with the option of more than one table and/or a corner spot.
- Your logo with a link will be featured on our Eugene VeganFest website as a Sponsor.
- Your logo will be featured in the printed program as a sponsor.
- You will be featured on our Facebook page with a creative, specific meme of your company or organization and links before the event.
- You will be announced in a press release to local media.
- Your logo will appear on the posters, flyers, and other printed promotional material if sponsorship is established before printing.
- Our eternal gratitude! (*Sponsorships support Compassionate Living's important work*)

SPONSORSHIP OPTIONS

✔ VISIONARY PACKAGE- \$5,000

- If you are joining us at the event, you will have prominent placing for booth space with the option of more than one table and/or a corner spot.
- Your logo with a link will be featured on our Eugene VeganFest website as a Sponsor.
- Your logo will be featured in the printed program as a sponsor.
- You will be featured on our Facebook page with a creative, specific meme of your company or organization and links at least three times before the event.
- You will be featured in our e-newsletter with over 5,000 contacts in announcements for the Eugene VeganFest.
- You will be announced in a press release to local media.
- Your company will be mentioned on Compassionate Living's Hope for the Animals Podcast. *www.hopefortheanimalspodcast.org*
- Your logo will appear on the posters, flyers, and other printed promotional material if sponsorship is established before printing.
- Our eternal gratitude. *(Sponsorships support Compassionate Living's important work)*

SPONSORSHIP OPTIONS

✔ RENEGADE SPONSOR

Whatever your budget, we can create a custom package for you that will benefit your business or organization directly and effectively. Let's talk!

Email: hope@compassionate-living.org



THE ORGANIZER

Hope Bohanec has been active in animal protection and environmental activism for 35 years. She is the Executive Director of Compassionate Living and the host of the Hope for the Animals Podcast. Hope has organized the highly successful Sonoma County VegFest (www.SoCoVegFest.org) for a decade with the first one held in 2014. Hope and her husband moved to Eugene in January of 2023. Eugene is a very special place for them as they “got together” at the Oregon Country Fair in 2000 and have been coming up almost every year since.

Our Volunteer Team is already so excited for the Eugene VeganFest!

