



2019 SPONSORSHIP OPPORTUNITIES

The Fort Wayne Veg'n Brew Fest is back for its second year and we're brewing up an even bigger, better festival for 2019!

Our inaugural festival saw more than 2500 attendees interested in vegan-friendly, earth-friendly businesses and this year we're expecting even more. Is your business interested in helping to make this event a success? Becoming a sponsor!

What is the Fort Wayne Veg 'n Brew Fest?

The Fort Wayne Veg 'n Brew Fest is a free festival open to all ages that will be held at Headwaters Park, one of the city's premiere festival grounds, on October 5, 2019, from 12 pm to 6 pm. A special VIP hour, which will require a small fee, will run from 11 am to 12 pm and will allow attendees early access to all of the food, brew, and vendors before the crowds.

In recent years, Fort Wayne and Northeast Indiana has experienced an explosion of interest in health, animal compassion, and the environment, all of which a plant-based diet and vegan lifestyle can benefit. Research has shown that a plant-based diet can substantially improve health and reduce the risk of numerous chronic diseases, even reverse some of them, like diabetes, cancer, high blood pressure, high cholesterol, obesity, Alzheimer's and heart disease. This lifestyle can also end the suffering of animals, who experience inhumane deaths in our food system, and aid the earth, as animal agriculture is the single largest contributor to greenhouse gas emissions.

To demonstrate these benefits, the Fort Wayne Veg 'n Brew Fest will feature speakers, cooking demonstrations, food from area restaurants, and vendors of all types. Where does the "brew" part of our name come in? We'll have local breweries on hand serving up their suds, all to the beat of some of the areas best musicians. Kids are also welcome, as we'll have fun activities for them too.

What are the unique aspects of the Fort Wayne Veg 'n Brew Fest?

- There's no other festival like it within a two-hour radius.
- It will be free to the public and open to all ages.
- Live music will be interspersed with speakers and cooking demonstrations
- A separate beer garden will allow people to connect with this community.
- Kids will be encouraged to learn about plant-based living through an area created specifically for them.
- Eco-friendly measures will be part of the festival's mission, including avoiding bottled water sales via jugs of water, setting up recycling stations and asking vendors not to use straws or plastic bags.

Why should I consider sponsoring the Fort Wayne Veg 'n Brew Fest?

By securing your sponsorship, you'll reach thousands of area health-conscious, Eco-friendly, compassionate-minded consumers who are eager to purchase products and support companies that align with their values.

VegFests all over the United States are welcoming thousands of attendees. Our 2018 festival saw over 2500 vegan and nonvegan attendees, shocking vendors and selling out of food and other items. This year, we anticipate an attendance of over 3000 throughout the day.

The Fort Wayne Veg 'n Brew Fest wouldn't be possible without the generous support of our sponsors. Your partnership will allow us to bring this celebration of the earth, health, compassion, and community to thousands of consumers as well as put your name in front of these are consumers. Thank you for your consideration.

Heather Dahman
Chairwoman
Fort Wayne Veg 'n Brew Fest



2019 SPONSORSHIP LEVELS

Your sponsorship will help defray the expenses of the 2018 Fort Wayne Veg 'n Brew Fest including operating costs, advertising & marketing, and other costs associated with this free community event. Fort Wayne Veg 'n Brew Fest is operated under Fort Wayne VegFest, Inc. which is a 501(3)(c) non profit organization.

	BRONZE	SILVER	GOLD	PLATINUM
	\$250.00	\$350.00	\$600.00	\$1,500.00
	10 Available	5 Available	6 Available	1 Available
Naming of Event Stage				✓
Logo on Event Stage Banner				✓
Press Release Mentions			✓	✓
Logo on Facebook page & event headers			✓	✓
Exhibit Table (one 10x10 space with 8' table & 2 chairs) (electricity not included for bronze & silver levels)	✓	✓	✓	✓
Recognition during Festival	✓	✓	✓	✓
Logo on Website	✓	✓	✓	✓
Logo on Promo Posters, Brochures, Leaflets		✓	✓	✓
Logo on Volunteer T-shirts		Small	Medium	Large
Logo on Goodie Bag		Small	Medium	Large
Promotional Item in Goodie Bag (if applicable)	✓	✓	✓	✓
Ad in Brochure			Business Card	½ Page
Social Media Mentions	✓	✓	✓	✓
VIP Passes			4	6



2019 SPONSORSHIP AGREEMENT

Fort Wayne Veg 'n Brew Fest wouldn't be possible without the generous support of our sponsors. Your partnership will allow us to bring this festival to thousands of consumers throughout Fort Wayne and the Midwest.

Company _____

Contact Name _____

Email _____

Company Address _____

City _____ State _____ Zip _____ Phone _____

Company Website _____

Product/Service (be specific. List products to be sold or services to be offered) _____

Sponsorship Level:

Platinum (\$1500)

Gold (\$600)

Silver (\$350)

Bronze (\$250)

In-Kind (Product Donation) Sponsor

Electricity Needed - \$35 (bronze & silver)

Payment:

Check Payable to FortWayne VegFest, Inc.

Please Send Me a Paypal Invoice

If possible, please pay by check to help us avoid paypal fees.

*** All products, services, promotional items, samples, coupons and information provided to the Fort Wayne Veg 'n Brew Fest visitors must be vegan (no meat, dairy, eggs, fish, honey, gelatin, leather or animal-derived ingredients.)

DEADLINE TO SUBMIT LOGO FOR INCLUSION IN BROCHURE, SHIRTS, BAGS, ETC: AUGUST 15TH, 2019. Please have your company logo (.jpg, .psd, .ai, .eps, or .png format) emailed to heather@fwvegfest.com.

Email completed form to heather@fwvegfest.com or mail along with check to:

Heather Dahman
3405 Sun Valley Drive
Fort Wayne, IN 46804

_____ (Initial) I agree to abide by the Zero Waste and exhibitor guidelines (see attached. contact us with questions).

_____ (Initial if applicable) I understand & will comply that my booth/display must be open and manned during show hours. (Volunteers may be available to help if you need to take a short break)

_____ (Initial) I understand that if I decide to cancel, a refund will be unavailable after May 5, 2019.

The undersigned does hereby discharge, release, hold harmless, Fort Wayne VegFest, Inc, the City of Fort Wayne, and all event co-sponsors from any and all manner of action, suits, damages, or claims whatsoever arising from any loss or damages or claims, to the person or property of the undersigned during the Fort Wayne Veg 'n Brew Fest. There will be no refunds for inclement weather. Exhibitor gives permission for photos to be used for the purpose of advertising and marketing the event. Exhibitor agrees to conduct themselves in a professional manner, as deemed by show management, at all times.

Date: _____

Printed Name: _____

Signature: _____

Learn more about the festival by visiting www.FWvegfest.com. For more information about becoming a sponsor, email heather@fwvegfest.com.

SPONSOR & EXHIBITOR GUIDELINES

Zero Waste Festival

Fort Wayne Veg 'n Brew Fest will be taking measures to plan a sustainable event and as a sponsor and/or vendor, you play a vital role in our success. We are promoting a Zero Waste event to minimize waste and maximize recycling and composting as part of our philosophy that we must take responsibility for ensuring the future of our children, our planet, and all living beings. Our expectation is that sustainability will guide the decisions our sponsors and vendors will make when choosing materials to be used during the festival.

What is Zero Waste?

Zero Waste is a philosophy and design principle that includes reducing, reusing, recycling, and composting, essentially taking a whole-system approach to the flow of resources and waste through society.

Although there are many reasons why recycling is better than throwing things away, consider these three. First, it conserves natural resources by reducing our need to mine for raw virgin materials. It also lowers energy consumption that would be necessary to manufacture new materials from scratch. And it creates less air, soil and water pollution than manufacturing new products and landfilling products no longer being used.

As a vendor of the Fort Wayne Veg 'n Brew Fest, you'll be required to hand out only recyclable, compostable, or reusable materials. If any product isn't, you'll be asked during the festival to remove it from your booth. Remember, too, that if an item is not recyclable locally, we can't recycle it, even if the manufacturer tells you it is recyclable. For more information on what can be recycled in Fort Wayne, please visit: <https://www.cityoffortwayne.org/publicworks/solid-waste-management/one-cart-recycling-program.html>.

To assist you in these efforts, we've compiled a list of guidelines. While these may seem difficult, they should be very easy for you to do. If you need help or have any questions, let us know. We would love to work with you to help you become a zero waste vendor.

For food sponsors and vendors:

- To ensure the integrity of products that sponsors/vendors offer for sale or as samples, we request that sponsors/vendors submit a list of ingredients they will be using in their products at least 2 weeks prior to the festival. This should be submitted in writing to the contact person on this document.
- If there are questions about whether or not items purchased for food service are recyclable locally, please consult with the above-mentioned contact person prior to purchase.
- All food vendors are asked to use reusable or recyclable food service items.
- Non-recyclable items which include plastic bags and wraps, candy wrappers, single-use plastic water bottles and polystyrene (Styrofoam) are prohibited.

- Paper napkins should be made from 100% post-consumer recycled content.
- Bite-sized or “finger foods” are encouraged to minimize waste by eliminating the need for utensils.
- Recyclable or compostable serving ware (plates, cups, etc.) should be used
- When possible, food items should be served in single servings rather than buffet style to minimize food waste.
- Drinks and condiments should be available in bulk instead of individual packages when possible. If not, single-serving items in compostable and recyclable containers are preferred.
- Please do not provide attendees with plastic straws or drink stirrers.
- Attendees at the festival will be encouraged to bring their personal reusable cups, mugs etc. Vendors should accommodate this and be willing to adjust their pricing and serving sizes accordingly.

For non-food sponsors and vendors:

- Use the least amount of packaging possible or remove the packaging before distributing any products. Use compostable “goodie” bags rather than plastic bags.
- Use post-consumer (preferred) or recycled content paper for flyers, programs and handouts. If possible, print on paper with the highest recycled content you can find.
- Do not use “neon” fluorescent or dark-colored papers. These cannot be recycled.
- Candy wrappers, energy bars, chip bags, and packaging from pre-packaged food are landfill items **and are strongly discouraged**.

Contact the following manufacturers to purchase the necessary food service items:

- Kanak Naturals (kanaknaturals.com): 260-490-4790
- Aardvark Straws (aardvarkstraws.com): 219-979-6809, sales@aardvarkstraws.com

Other non-local resources include:

- Green Paper Products (greenpaperproducts.com): 877-341-5465
- Eco-Products (ecoproducts.com): 303-449-1876, customercare@ecoproducts.com

For this event, we are partnering with the City of Ft. Wayne Solid Waste and Republic Services for recycling and volunteers to assist on the day of the event. Recycling and liquid collection containers will be located throughout Headwaters Park so festival attendees can properly dispose of items.

IMPORTANT: Vendors must have the appropriate permits to be allowed to exhibit at Fort Wayne Veg 'n Brew Fest. All FOOD-SERVICE vendors must have a temporary food service vendor permit from the Board of Health. If you have any questions, please contact us.