



Sponsorships

Collaborations

Elevate | Uplift | Together



Who we are

Vegan NSW is a community charity with a proud 40-year history of promoting veganism, supporting vegans, and the vegan movement.

We launched the monthly Sydney Vegan Market in November 2017, followed by Newcastle Vegan Market and Alive Fest, Gosford.

Our events are inclusive spaces where creators of vegan food, products and services can connect to like-minded consumers, where quality, ethically made vegan products can be found, and where those who are interested in veganism can see just how easy it can be.

WWW.VEGANNSW.ORG.AU

Vegan NSW is a NFP organisation, registered charity, and an incorporated association in NSW
Incorporation number:
Y2842806
ABN: 21 360 391 961

The meeting place

For almost 5 years, our events have been the meeting place for the vegan community of NSW and beyond. At every event we welcome thousands of people from all corners of the state, vegan and not vegan! Many have said that our events are their happy and safe place.

With a range of products like curry paste, chocolate, cheese, milkshakes, burgers, fashion, accessories, ecoware, skincare, art, homewares, education and merch, we explore the incredible diversity that makers within the local vegan community prepare and present. With a major focus on food, we showcase menus from every corner of the earth and celebrates the creativity of vegan makers and shakers.

Many well known local vegan brands have launched at our events, and have built on their customer base month to month, using our events as an innovative incubation space for new product testing, brand awareness and face-to-face customer engagement, and this has created a hub for the local economy to thrive.

WE LOVE THAT!

What the community say

The community that has supported our events for the last 5 years have a lot to say about them! As a charity with a purpose to grow, support and inspire the vegan movement, we are thrilled! Here are some for you to enjoy.

It inspires me about new things I can cook at home

We made some very dear like-minded vegan friends at the markets.

it has helped me find great vegan food and products!

I took my non vegan family there for a lovely day out. The food is so good and the atmosphere is relaxed so it was a great day.

I have been to every single vegan market at Olympic Park since December! I Love it and it has become part of my monthly routine and is so close to me

I am not vegan, I'm lactose intolerant and dairy allergic and I can eat everything as I don't need to worry about if I'll get sick!

What our vendors say

The community of stallholders is wonderful, very helpful and warm to each other. Having a regular vegan market in Sydney is also great, people like consistency. The waste management and entertainment/activities is also fabulous

The culture of the event couldn't be better, from organisers to volunteers and other stallholders, everyone is incredible, helpful and friendly. Setup is super easy and it's great having the designated parking

It's spacious, iconic in the location, it gives the event exposure to a lot of Western Sydney residents who would otherwise have little contact with vegan food from a small business scale.

For us it's the wonderful people vegan or not who come and embrace the products

We love SVM and have traded at the SVM since 2017, I think it is good that there is a month location that Vegans can come and enjoy the food and buy vegan sustainable products without the 20 questions, in other words SVM have already vetted the stalls and people can rest easy and enjoy the day

I love SVM :-))) The advertising, support, bump in and out is pretty good too

The facts

Never before have we seen such a rise in the availability of vegan and plant-based products, with mammoth organisations like Coles and Woolworths now offering exclusive ranges and shelves filled with a variety of products for vegans and the vegan friendly.

Words like compassionate, ethical and conscious are everywhere, and the world is becoming aware of how and what we are consuming, and the impacts of our choices. Just recently, the NSW Government announced a wide spread ban on single use plastics. It's an exciting time for the planet!

Did you know?

Australia is the 3rd largest vegan market in the world

The plant based meat industry has grown 116% since 2019

Animal farming emits 50% of Australia's greenhouse gases

42% of Australians are eating less meat or none at all in 2019. Among them, 10% identified themselves as vegan or vegetarian, 12% as meat reducer, and 20% as flexitarian.

8.7% of new products are labelled vegan

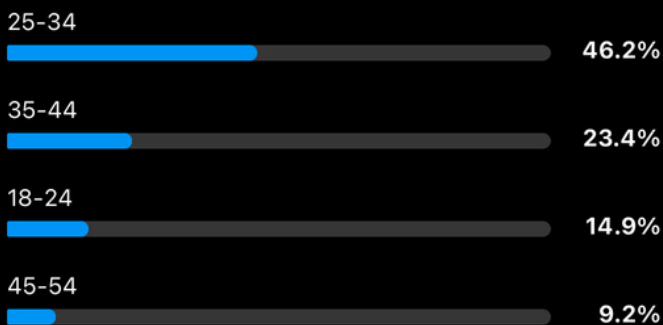
The numbers

Over the last 5 years we have built an engaged audience of over 80K across our social media channels.

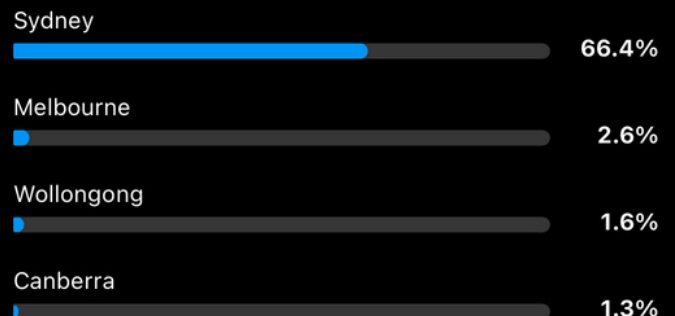
The below data is collected from the Sydney Vegan Market Instagram account, our largest online audience in the Event Program.

Note: Both Newcastle Vegan Market and Alive Fest audiences have similar demographics.

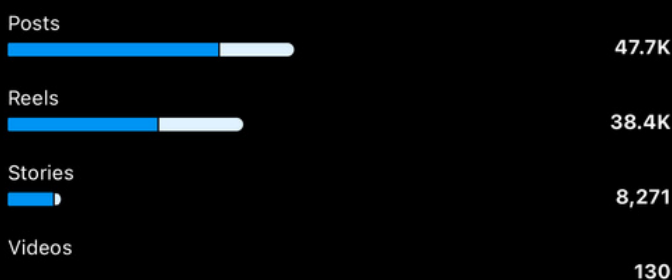
Top age ranges



Top cities



Content reach ⓘ



● Followers ● Non-Followers

Followers and non-followers

Based on reach

27.1K
Followers



24.7K
Non-followers

You reached +54.7% more accounts that weren't following you compared to Mar 19 - Jun 16.

Data collected from June - Sept 2022

Opportunities

There are lots of ways you can join the fun, and help us to elevate the Vegan NSW Events Program, to continue to deliver the best vegan events in the world!

With your support we know that we can do even more for animals, the planet and people.

We are excited to tailor bespoke opportunities for you, that aligns with your goals and needs, and makes big impact, or you can select from our range of ready-made packages below.

Would you like to partner with our main stage and support the vibes? Team up with the kids tent and stock it up with goodies for the little ones? Or is running a fun activation for attendees more your thing?

Let's chat!

Your options

We have developed these packages to ensure that your presence is strong before and at the event, and your messaging reaches our ready-made vegan and vegan friendly audiences.

We will use these and more options to tailor a package for you, let us know what your favourites are and we can do the rest!

Things to know:

All packages are for a one month period

Social media posts are across Facebook and Instagram Feed and Stories, on the social media account of your choice.

All content to be supplied.

Avocado tier - investment of \$2000

The avo is a significant part of many vegans lives. We love the avo for all those times there was no other option on the cafe menu, and the avo saved our brunch!

Please find package contents on the next page

Rights to the title "Major Sponsor" of the event

Acknowledgement of your sponsorship (including your logo) pre-event by:

- Large advertising space in bi-monthly EDM including images, blurb & logo
- 8 posts on social media
- Company/organisation link in our IG LinkTree
- Acknowledgement in the official event media release
- Company/organisation logo on website, EDM, and all event collateral

Acknowledgement of your sponsorship (including your logo) during the event by:

- Verbal recognition by the main stage MC throughout the event (3 times during)
- Company logo/banner displayed at the event

With option to choose one of the following:

- 3m x 3m activation space at the event
- Roaming samplers at the event
- 4 Reels on social media

Extras

- Rights to the use of event logos
- Access to and rights to use Vegan NSW owned video and photography assets post-event

Tofu tier - investment of \$1500

An ode to the humble soybean; tofu can team up with so many things to become a taste sensation! Sauces, spices, herbs, you name it, tofu loves it! Thanks tofu.

Rights to the title "Sponsored by" of an existing event-run activation

Acknowledgement of your sponsorship pre-event by:

- Large advertising space in EDM including images, blurb & logo
- 2 posts on social media
- Company/organisation link in our IG LinkTree
- Acknowledgement in the official event media release
- Company/organisation logo on website, newsletter, and all event collateral

Acknowledgement of your sponsorship during the event by:

- Company logo/banner displayed at the event

With option to choose one of the following:

- Roaming samplers at the event
- 2 Reels on social media

Extras

- Rights to the use of event logos
- Access to and rights to use Vegan NSW owned video and photography assets post-event

Chickpea tier - investment of \$1000

The chickpea is legend amongst many vegans. This little legume holds the power of hummus, AND that kinda gross liquid in the chickpea tin can be turned into meringue! Vegans deserve meringue ok!

Acknowledgement of your sponsorship pre-event by:

- Small advertising space in EDM including images, blurb & logo
- 2 posts on social media
- Company/organisation link in our IG LinkTree
- Acknowledgement in the official event media release
- Company/organisation logo on website, newsletter, and all event collateral

Acknowledgement of your sponsorship during the event by:

- Company logo/banner displayed at the event

With option to choose one of the following:

- Roaming samplers at the event
- 2 Reels on social media

Extras

- Rights to the use of event logos
- Access to and rights to use Vegan NSW owned video and photography assets post-event



Thank you!

To discuss what is best for you, please reach out to:
Jones - jones@vnsw.org.au - 0439 027 544
Michelle - michelle@vnsw.org.au - 0422 139 660

