



# BASILDON

## VEGAN MARKET

**REVENUE**

coffee • donuts

SPONSORSHIP INFORMATION PACK



# INFORMATION FOR SPONSORS

With up to 1,100 direct visitors expected to attend the event and well over double that reach online combined with the ambient footfall of the site, sponsorship offers a great opportunity for you to build your brand in the Basildon area.

## SPONSORSHIP OPTIONS

### Bronze - £50

- 1 x Instagram Post
- 1 x Facebook Post on our main page
- 1 x Facebook Post in event page

Choice of stall from the site plan



### Silver - £100

- 1 x Instagram Post
- 1 x Instagram Story Post
- 1 x Facebook Post on our main page
- 2 x Facebook Posts in event page

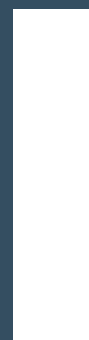
Choice of stall from the site plan  
Name in Facebook Event description



### Gold - £200

- 1 x Instagram Post
- 2 x Instagram Story Posts
- 2 x Facebook Posts on our main page
- 2 x Facebook Posts in event page

Priority place at the market (first choice of stall)  
Name in Facebook Event description  
Logo on Facebook event cover photo



# SOCIAL & WEB STATS



## FACEBOOK

Previous Event reach: 153,064  
Previous Event response: 3,741  
Main Page followers: 11,000+ (October 2020)  
Main Page average post reach: 2,000



## INSTAGRAM

Followers: 6,000+ (October 2020)  
Average post likes: 150  
Average post reach: 3,000



## WEBSITE

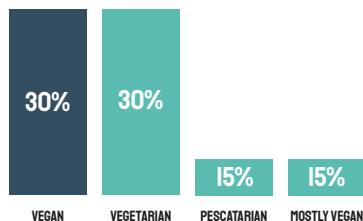
4,500 unique visitors a month



# VISITOR DEMOGRAPHICS

Data from events in 2020

## DIET



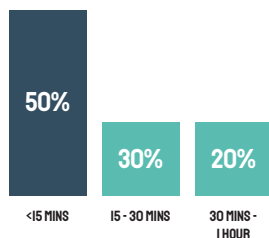
**VEGAN**

## SPEND



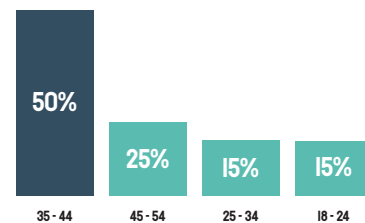
**£25+**

## TRAVEL TIME



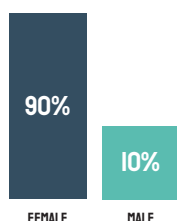
**15 MINS**

## AGE



**43**

## GENDER




**FEMALE**

## QUOTES

"So much vegan food & sustainable products"  
**Georgina, Oct 2020**

"So nice to have something local"  
**Wendy, Oct 2020**





If you're interested in sponsoring the event, please get in touch  
on **[chloe@veganmarkets.co.uk](mailto:chloe@veganmarkets.co.uk)** and we can discuss what  
option will work best for your company.