



# CAMBRIDGE

## VEGAN MARKET

**REVENUE**

coffee • donuts

SPONSORSHIP INFORMATION PACK



# INFORMATION FOR SPONSORS

With up to 1,300 direct visitors expected to attend the event and well over double that reach online, sponsorship offers a great opportunity for you to build your brand in the Cambridge 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

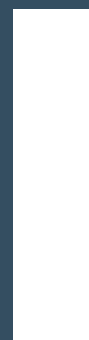
Choice of stall from the site plan  
Name in Facebook Event description



### 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: 189,610  
Previous Event response: 7,000  
Main Page followers: 13,500+ (May 2021)  
Main Page average post reach: 2,000



## INSTAGRAM

Followers: 7,000+ (May 2021)  
Average post likes: 150  
Average post reach: 3,000



## WEBSITE

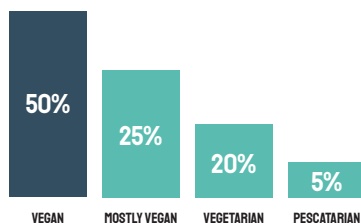
4,500 unique visitors a month



# VISITOR DEMOGRAPHICS

Data from events in 2020

## DIET



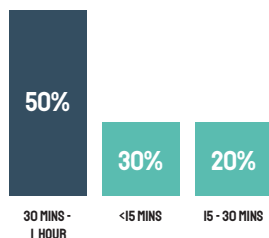
**VEGAN**

## SPEND



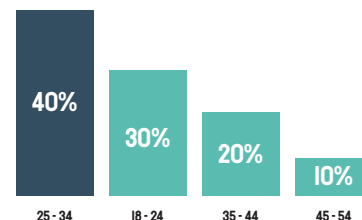
**£30+**

## TRAVEL TIME



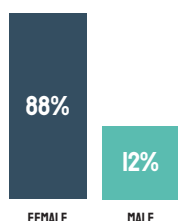
**15 MINS**

## AGE



**30**

## GENDER




**FEMALE**

## QUOTES

"Something for everyone, I had a great time"  
**John, Jan 2020**

"Really enjoyed my first vegan market!"  
**Fiona, Jan 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.