



# HITCHIN

## VEGAN MARKET

**REVENUE**

coffee • donuts

SPONSORSHIP INFORMATION PACK



# INFORMATION FOR SPONSORS

With up to 1,000 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 Hitchin 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: 36,643  
Previous Event response: 1,561  
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

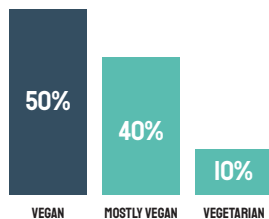
4,500 unique visitors a month



# VISITOR DEMOGRAPHICS

Data from events in 2020

## DIET



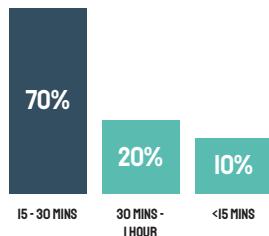
**VEGAN**

## SPEND



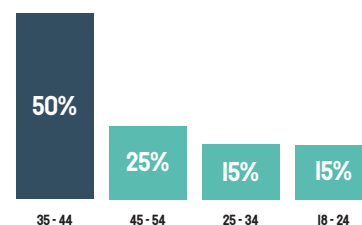
**£20+**

## TRAVEL TIME



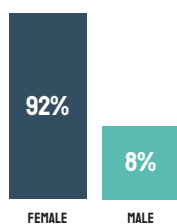
**15 - 30 MINS**

## AGE



**39**

## GENDER




**FEMALE**

## QUOTES

"My first vegan market, I'll be back for sure!"  
**Jen, Dec 2020**

"I left with a smile on my face!"  
**Hannah, 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.