



PETERBOROUGH

VEGAN MARKET

REIGN

coffee • donuts

SPONSORSHIP INFORMATION PACK

INFORMATION FOR SPONSORS

With up to 1300 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 Peterborough 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

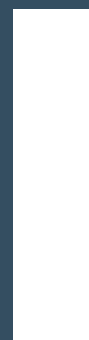
Choice of stall from the site plan
Name in Facebook Event description



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: 49,280
Previous Event response: 1,724
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

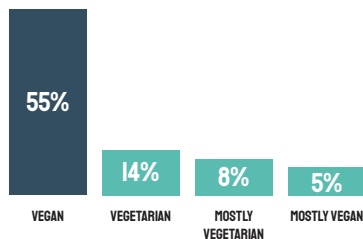
4,500 unique visitors a month



VISITOR DEMOGRAPHICS

Data from events in 2020

DIET



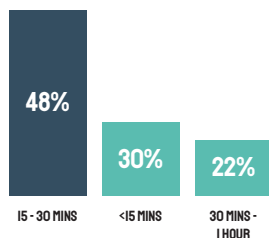
VEGAN

SPEND



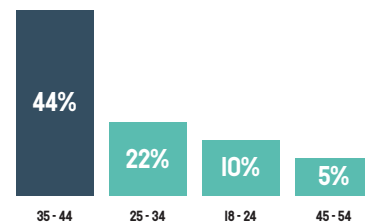
£25+

TRAVEL TIME



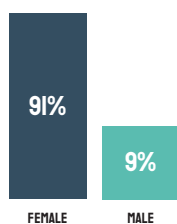
15 MINS

AGE



38

GENDER




FEMALE

QUOTES

"Possibly the best day of the year!"
Daisy, Sept 2020

"I can't wait for the next one!"
Susan, Sept 2020



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