



VegOttawa Fest 2026

Sponsorship Package

fest@vegottawa.org | vegottawa.org/fest

About VegOttawa Association

VegOttawa is a non-profit association established in 2006, formerly known as the National Capital Vegetarian Association. We are the main resource for the plant-based community in Ottawa, publishing a Veg Business Directory, community event listings, relevant blog posts and other resources, as well as organizing community events – including Ottawa's only annual full-day vegan festival. We are committed to raising awareness about the benefits of a plant-based and vegan lifestyle, such as overall environmental sustainability, ending animal exploitation, and improving public health. **We support over 50 local businesses through our ever-growing partnership program.** To learn more about VegOttawa, please visit vegottawa.org.

Mission and Vision

Our mission is to promote and support vegan lifestyle, business and community in Ottawa.

We seek to accomplish this mission by:

- Increasing public awareness of the benefits of veganism
- Collaborating with local businesses to encourage and improve vegan choices
- Supporting and promoting informative and engaging events for the community, including [VegOttawa Fest](#)
- Connecting members of the vegan community
- Collaborating with other organizations on advocacy efforts

Our Community Impact

We support local businesses and community members through our business partnership program, connecting local veg-friendly businesses with hundreds of people who are members of their target audience, and offering discounts to community members interested in veg-friendly businesses and products. It's a win-win situation! And it keeps growing – **in 2025 alone, we onboarded 13 new business partners**, bringing our total number of partners to over 50. To learn more about becoming a VegOttawa business partner, please contact us at yamini@vegottawa.org.

Become a sponsor of VegOttawa Fest!

About VegOttawa Fest

VegOttawa Fest is our cornerstone event that brings VegOttawa's mission to life—promoting a vibrant vegan lifestyle, supporting local plant-based businesses, and strengthening community connections in Ottawa.

Building on a strong legacy of annual VegFests held between 2011 and 2017, VegOttawa **revived the festival in 2025** recognizing the growing interest in plant-based living driven by health, environmental, and ethical considerations. The one-day event, held at the Ottawa Conference and Event Centre, welcomed approximately 2,500 attendees and featured over 50 exhibitors, alongside a full-day educational speaker program and live cooking demonstrations.

VegOttawa Fest provides an inclusive platform where the public can discover vegan options, learn from experts, and engage directly with local businesses and organizations—advancing VegOttawa's vision of an informed, connected, and growing plant-based community in Ottawa. Our partners and sponsors help to make this volunteer-run event possible.



VegOttawa Fest 2026

In 2026, **VegOttawa Fest** will return to the Ottawa Conference and Event Centre for a **one-day event in late July**. As with our previous events, it is designed to bring together a diverse audience—from seasoned vegans to the veg-curious—for a fun, informative, and engaging experience, featuring food, products, talks and activities centred around the growing plant-based movement in Ottawa, Canada, and the world.

Key features of VegOttawa Fest 2026:

- **Free admission**, making the event appealing and accessible to a broad audience
- An expected turnout of **3,000+ attendees**
- A tradeshow with **70+ exhibitors**, from food and beverage businesses, to lifestyle and service-based organizations, non-profits and more
- A full-day of **speaker programming**, including cooking demonstrations
- **Entertainment** for all ages, including live music, balloon art and face painting
- Facilitated opportunities to **build community and connection**

FESTIVAL DETAILS

Date:

July 25, 2026

Location:

Ottawa Conference and
Event Centre

Information:

vegottawa.org/fest

Admission:

Free! Donations will be
gratefully accepted at the
door.



Highlights from VegOttawa Fest 2025

Our tradeshow featured **over 50 exhibitors**, including:



freshprep



Our exhibitors, sponsors and speakers had great **feedback** about VegOttawa's first fest in recent years:

*"The **customer engagement was fantastic**, and the energy at the event was very positive. It's a **great space for connecting with like-minded vendors and customers** who truly appreciate good food and local businesses."*

*"I liked the amount of effort that went into promoting and organizing this event, the team seemed **very dedicated and were supportive throughout**."*

*"Had **great conversations and customer engagement**, would love to be a part of any event moving forward."*

*"I'm very pleased and want to thank you and all your dedicated volunteers for the hard work and throwing a **great event**! Sincerely appreciated!"*

We received television, radio and print **media coverage**, reaching thousands of viewers, readers and listeners across Ottawa:



The **mayor** even stopped by!



Why Sponsor VegOttawa Fest?

We are a **100% volunteer-run organization** with a limited budget, and support from sponsors is instrumental in allowing us to host a successful, accessible, fun event for the Ottawa community. In addition to supporting a one-of-a-kind and high-impact event, sponsors also benefit from the following:

1. Low-cost promotion of your business to a targeted audience

With our competitive sponsorship packages, sponsors can reach a targeted audience of **thousands of local vegans, vegetarians and veg-curious individuals**. This includes VegOttawa Fest attendees (~3,000) as well as VegOttawa's social media followers (over 4,500) and newsletter subscribers (over 800). This socially-conscious and growing audience is passionate about plant-based living, health, sustainability, and animal welfare.

2. Priority booth placement, for sponsor-exhibitors

Sponsor organizations that also opt to exhibit at VegOttawa Fest will be given their choice of booth placement. Our team is happy to make recommendations on **high-traffic locations**, taking into account expected foot traffic and flow, as well as your specific booth set up. This adds opportunities for face-to-face engagement with our audience.

3. Brand awareness and goodwill

With an expected attendance of at least 3,000 people in 2026 you will be able to make a lasting impression on new and existing customers. This is the **only opportunity of its kind in Ottawa**, and investing in its success allows you to present your organization as environmentally conscious, socially responsible, health-focused, and community-minded.

4. Be part of something big

Plant-based lifestyles are an important tool for **positive social change**, for animal welfare, environmental sustainability, personal health and social justice. With support from our partners, we can reach a wide audience to help them embrace a kinder, more sustainable way of living. We are committed to keeping the event free to attend for guests and to offering accessible packages for our smaller exhibitors, and our sponsors help to make this possible.

Sponsorship Packages

We are pleased to offer several sponsorship options, and are happy to answer questions or meet with you to discuss further.

<i>Feature</i>	<i>Title Sponsor \$3,000</i>	<i>Champion Sponsor \$1,000</i>	<i>Feature Sponsor \$500</i>	<i>Friend of Fest \$250</i>	<i>In-Kind Sponsor Value of \$100+</i>
Exclusivity	Yes	No	No	No	No
Exhibitor booth	Included (10x10' booth)	Not included Priority location, if also exhibiting (apply here)	Not included Preferred location, if also exhibiting (apply here)	Not included Exhibitor booth can be added (apply here)	Not included Exhibitor booth can be added (apply here)
On-stage mention	3 mentions (opening, closing, break)	2 mentions (opening, closing)	1 mention (opening)	1 mention (opening)	–
Logo on printed on-site (20x30") signage*	Event entrance Welcome area	Welcome area	Welcome area	Welcome area	Welcome area
Logo on digital on-site signage	Programming stage (during breaks)	Programming stage (during breaks)	Programming stage (during breaks)	–	–
Logo on printed flyers/posters*	Yes (250+ posters)	–	–	–	–
VegOttawa newsletter	2 mentions (with logo) prior to the event	–	–	–	–
Social media mentions	3 dedicated posts prior to/after the event	1 dedicated post prior to the event	1 dedicated post prior to the event	1 mention prior to the event	–
Event website	Yes (extra-large logo)	Yes (large logo)	Yes (medium logo)	Yes (small logo)	Yes (name only)
Option to provide samples/coupons	Yes	Yes	Yes	Yes	Yes

*For inclusion on printed materials, sponsors must submit their signed agreement, payment and high-res logo by June 20, 2026.

Sponsorship Sign-Up

Express your interest to become a sponsor through our [Sponsorship Sign-up Form here](#), or email us at fest@vegottawa.org. Thank you for your support!

Questions?

Please feel free to contact us with questions or to arrange a meeting:

Tyler Hodgkinson

Sponsor Liaison

fest@vegottawa.org

Riana Topan

Events Director

events@vegottawa.org

