

HOUSTON

JULY 3RD

VEGAN



VIBES

Amazing Food

#1 Vegan Experience

SUMMER FEST





THE VEGAN VIBEZ FAMILY

Based in Houston, Texas, Vegan Vibez is the city's number one vegan outlet. The Vegan Vibez team is dedicated to promote and educate our community on plant-based cruelty-free lifestyles through fun, entertaining, and fulfilling approaches.

We guarantee a new, refreshing, creative approach to the plant-based industry. Our events and concepts cater to the upwardly mobile, and vegan-curious members of Houston, Atlanta, and Las Vegas.

Vegan Vibez has undeniably created a great name for ourselves by providing quality events, technology, and wellness products while paying attention to our consumers' needs.

THE VEGAN FOOD FESTIVAL

The Vegan Vibez Festival is an outdoor community-focused celebration where attendees are encouraged to try our world-famous cruelty-free vegan way of living. Vegan Vibez Festival attendees can expect a combination of more than 50 vendors, restaurants, and food trucks. A variety of local juice and smoothie vendors, live music, top-performing DJs, a lounge and VIP area, celebrity vegan guests and cook-offs, artificial snow, paint and sip, plant-based samples, a carnival parade, vegan-friendly merchandise, a skating zone, fireworks and much more.

EVENT DETAILS

DATE

Sunday, July 3, 2022
2:00 PM — 10:00 PM

VENUE

The Raven Tower | 310 North Street
Houston, TX 77009

ENTERTAINMENT

DJs and Live Performances
Vegan Unplugged: *a local musician showcase*
Plant-based Food and Drinks
Photo-op Areas
Carnival Parade
DIY vegan craft centers
Roller Skate Area
Sip & Paint
Vegan Speed Dating
Fire Dancers
Mural Art District
Fireworks
Much more!

VEGAN VIBEZ FESTIVAL SHOW RUN

EVENT HOSTS:



LOREN JORDAN

REACH: 550K



J-MACK

REACH: 48K



HOUSTON'S LALA

REACH: 260K

1:00 PM

Vegan Bites (Samples)



3:00 PM

Salsa Lessons
Sip & Paint



5:00 PM

Sip & Paint
Carnival Parade
Vegan Vibez Unplugged



7:00 PM

Comedy Show -
Headlined by Jeff Shelley
Fire Dancers



9:00 PM

Mr. Anywhere
Firework Show



2:00 PM

Event Start
Sounds provided by
DJ J-Que



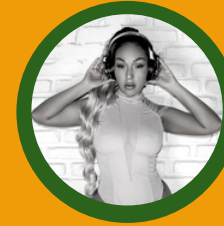
4:00 PM

Sounds provided by Dj Geraldo
Vegan Speed Dating
Vegan Vibez Unplugged



6:00 PM

Sounds provided by Dj Gloss
Vegan Speed Dating
Skating Battle



8:00 PM

Sounds provided by
Vanilla Trill
Comedy Show



10:00 PM

Event End



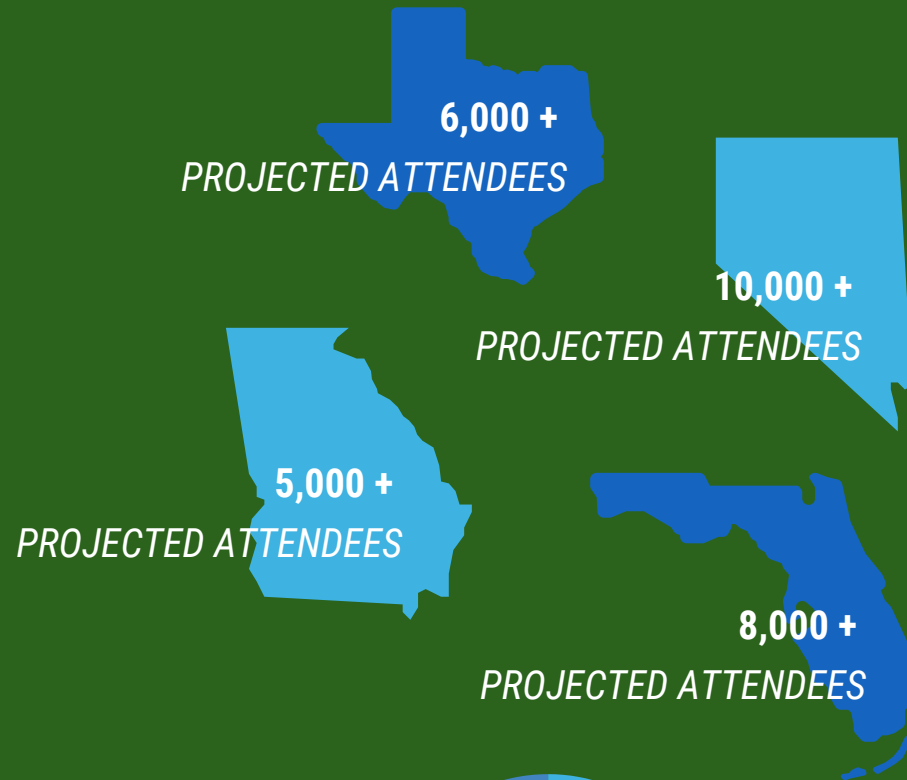
AUDIENCE

1 HOUSTON, TX
JULY 3RD

2 LAS VEGAS, NV
SEPTEMBER 24TH

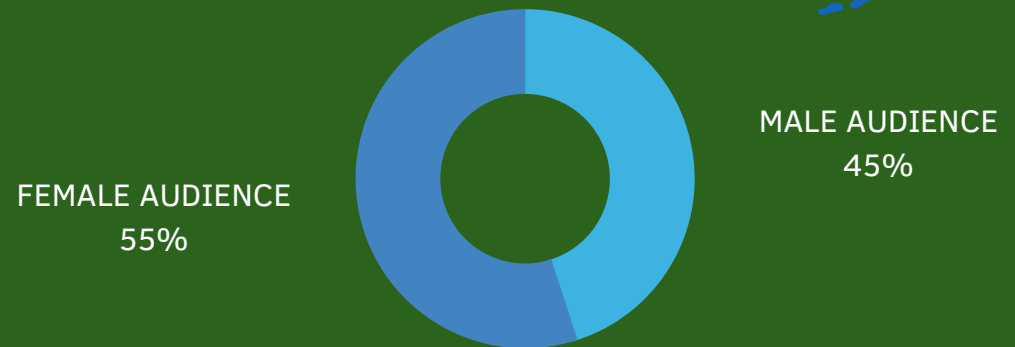
3 ATLANTA, GA
TBA

4 MIAMI, FL
TBA



DEMOGRAPHICS

The Vegan Festival will provide a great opportunity to market your brand in an atmosphere that caters to the 'vegan curious' — families, young professionals, local influencers, food bloggers and community leaders.



45%

AGES 20-30

35%

AGES 30-40

20%

AGES 40 +

MEDIA IMPRESSIONS & REACH

SOCIAL MEDIA REACH

The Vibez Vegan Festival uses social media platforms to attract event attendees and participants. Through digital marketing campaigns with ads and giveaways through food bloggers and digital media publications, the Vegan Vibez Festival platform sees consistent growth throughout the year.



644K



142K



480K



100K



DIGITAL REACH

The Vegan Vibez digital platform consists of ten websites for each local market. The websites provide information about the events, featured articles, and space for sponsored ads.

200K
DIGITAL IMPRESSION

CAMPAIGN IMPRESSIONS

The Vegan Vibez platform uses digital ads, local media, and blogger communities to promote the Vegan Vibez Festivals.

13.8 M
MONTHLY VISITORS



BRAND ACTIVATION

Continuing our annual event, we expect nothing less than to be sold out in advance. The Vegan Vibez Food Festival is in its fourth year, offering the perfect opportunity for our partnership — Vegan Vibez has some unique ideas to fortify your branding experience

- Giveaways for attendees to the Vegan Vibez Festivals
- Community demonstrations
- Kid Zone with special activities
- Information and product sampling tents
- Health Screenings
- Sponsored zone signage



GIVEAWAYS



PRODUCT SAMPLES



INFORMATION TENT



COMMUNITY DEMOS



KIDS ZONE



The Vegan Vibez festival was a quality festival through and through. Well organized and fun! They truly pour their hearts into this festival, and it shows—a fantastic variety of vendors & vegan food. My business sales have grown, and exposure has increased tremendously by my involvement with the festival and the overall Vegan Vibez brand. I look forward to the next event!



DR. OGA,
CEO AND FOUNDER OF HEMP WORKS and
2021 sponsor of the Summer Vegan Vibez Festival

PRESENTING PARTNER

(ONE AVAILABLE)

- **Name/logo inclusion on:**
 - Step and repeat
 - 100 event posters distributed throughout the community, vegan restaurants and store fronts
 - Exclusive Branding of Banners and Logo displayed in selected prime venue areas
 - Printed schedule of events; 20,000 distributed
- **On-site publicity including:**
 - Main Stage MC recognition announcement before every performance
 - Main Stage Announcement Opportunity
 - Estimated audience of 4,000
 - Customized cross promotional opportunities
 - Opportunity for On-site brand activation
 - VIP Tent – (10 X 20 FT) includes beverages & light hors d'oeuvres for up to 50 guests
 - Brand/logo added to all staff jerseys
- **Online Advertising:**
 - Vegan VibeZ "Presented by" website header listing hyperlinked to your website. 20,000 hits to our site during March & April.
 - Recognition on Vegan VibeZ Festival social media platforms (Reach: 100k)
 - Mention in the press release and all media outlets
 - Personal social media video for company by celebrity host
 - Mention in sponsors' Thank You video posted on all social platforms
- 50 (fifty) admission wristbands
- Group picture with celebrity hosts (4 people allowed to take a picture with the group)
- Product placement in all swag bags given (optional)
- Dedicated special performance by Sambabom Dance Houston (Brazilian entertainment specializing in authentic Rio Samba Show)
- Priority sponsorship placement for Vegan VibeZ Vegas Festival at UNLV on September 24, 2022 - including a 5% recurring sponsor discount

INVESTMENT: \$20,000





SUPPORTING PARTNER

(TWO AVAILABLE)

- **Name/logo inclusion on:**
 - Step and repeat
 - 100 event posters distributed throughout the community, vegan restaurants and store fronts
 - Exclusive Branding of Banners and Logo displayed in selected prime venue areas
 - Printed schedule of events; 20,000 distributed
- **On-site publicity including:**
 - Main Stage Announcement Opportunity
 - Estimated audience of 4,000
 - Customized cross promotional opportunities
 - Opportunity for On-site brand activation
 - VIP Tent – (10 X 20 FT) includes beverages & light hors d'oeuvres for up to 20 guests
- **Online Advertising:**
 - Recognition on Vegan Vibez Festival social media platforms (Reach: 100k)
 - Mention in the press release and all media outlets
 - Personal social media video for company by celebrity host
 - Mention in sponsors' Thank You video posted on all social platforms
- 20 (twenty) admission wristbands
- Group picture with celebrity hosts (4 people allowed to take a picture with the group)
- Product placement in all swag bags given (optional)

INVESTMENT: \$10,000



MEATLESS SPONSOR

(FIVE AVAILABLE)

- **Name/logo inclusion on:**
 - Step and repeat
 - Exclusive Branding of Banners and Logo displayed in selected prime venue areas
 - Printed schedule of events; 20,000 distributed
- **On-site publicity including:**
 - Estimated audience of 4,000
 - Customized cross promotional opportunities
 - Opportunity for On-site brand activation
 - VIP Tent – (10 X 10 FT) includes beverages & light hors d'oeuvres for up to 10 guests
- **Online Advertising:**
 - Recognition on Vegan Vibez Festival social media platforms (Reach: 100k)
 - Mention in the press release and all media outlets
 - Personal social media video for company by celebrity host
 - Mention in sponsors' Thank You video posted on all social platforms
- 10 (ten) admission wristbands
- Product placement in all swag bags given (optional)

INVESTMENT: \$5,000

PLANT-BASED SPONSOR

INVESTMENT: \$2500 OR MORE

- **Name/logo inclusion on:**
 - Exclusive Branding of Banners and Logo displayed in selected prime venue areas
 - Printed schedule of events; 20,000 distributed
- **On-site publicity including:**
 - Estimated audience of 4,000
 - Customized cross promotional opportunities
 - Opportunity for On-site brand activation
 - VIP Tent (10 X 10 FT) – includes beverages & light hors d'oeuvres for up 5 guests
- **Online Advertising:**
 - Recognition on Vegan Vibez Festival social media platforms (Reach: 100k)
 - Mention in the press release
 - Mention in sponsors' Thank You video posted on all social platforms
- 5 (five) admission wristbands
- Product placement in all swag bags given (optional)

FRIENDS OF VEGAN VIBEZ

INVESTMENT: \$500 OR MORE

- Name/logo inclusion on Festival signage located throughout The Raven Tower
- Recognition on Vegan Vibez Festival social media platforms (Reach: 100k)
- 2 (two) admission wristbands





WE LOOK FORWARD TO HEARING FROM YOU

We look forward to making your company a part of the Vegan Vibez family now and in the future as our events grow.

Just as you are the best service providers in your field, we will also be known as the best in ours.

We are keen to discuss this proposal with you further. Should you have any queries or concerns or wish to schedule a meeting, please do not hesitate to contact:

The Vegan Vibez Family



FOR MORE INFORMATION REGARDING THE SUMMER FESTIVAL OR VEGAN VIBEZ:

Ken Freeman | Event Coordinator
myveganvibez@gmail.com
(713)742-3714

The Heist Agency | Strategic Partnerships
partnerships@theheistagency.co

CONNECT WITH US:

www.myveganvibez.com

#VeganVibez #GoMeatless2021

Facebook: Vegan Vibez - Houston

Instagram: @veganvibez