The Vegan Living Program (VLP) is a community-building vegan mentorship program. It features a month of in-person educational events that cover the hows and whys of vegan living, including the ethical and environmental impact of veganism, nutrition, cooking, meal planning, and vegan FAQs.

Participants pledge to live vegan for the duration of the program, with the help of volunteer Vegan Coaches and our educational sessions. Vegan Pledges receive a binder full of resources and recipes, and a goody bag of free vegan stuff to make the transition easier and more fun! Every program is free of charge so that the information and guidance is accessible to all.

We would like to ask that you consider contributing as much as you can to become a Program Sponsor. Sponsorship of the program is a unique opportunity for your company to gain exposure for your products and services with both new and current vegans, and will build brand loyalty with this growing vegan audience. In addition to supporting education and mentorship for new vegans, your sponsorship brings increased visibility and credibility to the program.

Since its founding in Baltimore, MD in 2011, and expansion to Long Island, NY in 2014, the Vegan Living Program has been held with overwhelming success, helping more than 1000 individuals to live vegan. Attendance has grown exponentially over the years, and in both 2017, 2018 and 2019 the Long Island VLP alone engaged over 250 attendees! The Vegan Living Program is now expanding to additional cities, having debuted programs in Rochester, NY and Syracuse, NY in 2018. Vegan Living Programs currently planned for 2020 are: Long Island, NY, Syracuse, NY, Pasadena, CA, Denver, CO and Chico, CA.

The varying levels of sponsorship are attached, as well as the opportunity to get your product and services into the hands of new vegans in each of our program cities. Whatever level you choose, please be assured that your generous support is sincerely appreciated and will go a long way in advancing our program efforts.

Contact Erin by email at erin@veganlivingprogram.org or call 443-531-1708 for more information.

Thank you for your consideration of this request, and we look forward to your participation.

Sincerely,

Erin Marcus & Robin Helfritch, Vegan Living Program Founding Directors

info@veganlivingprogram.org  //  www.veganlivingprogram.org
## 2020 Vegan Living Program Sponsorship Opportunities

### GOLD SPONSOR (exclusive!): $5000

- Logo on signage at all 2020 Vegan Living Program sessions in all cities
- Sponsor display table at all 2020 Vegan Living Programs sessions in all cities
- Your vegan product samples, coupons, and/or business literature inserted into all of the VLP goody bags
- Logo printed on reusable VLP goody bags given to all Vegan Pledges in all cities
- Logo, website and organization/company description in all 2020 VLP binders in all cities
- Mentions in all 2020 press releases and interviews in all cities
- Logo and link to your website featured on the homepage and all individual city pages of the VLP website for one year
- Listings in social media promotion for all 2020 Vegan Living Programs in all cities
- Logo and website link on all promotional posters and flyers in all cities

### SILVER SPONSOR (up to two): $2500

- Logo on signage at three of the VLP sessions held in all cities
- Sponsor display table at one VLP session in all cities
- Your vegan product samples, coupons, and/or business literature inserted into all of the VLP goody bags
- Logo, website and organization/company description in all 2020 VLP binders in all cities
- Logo and link to your website featured on the homepage and all individual city pages of the VLP website for six months
- Listing in social media promotion
- Logo and website link on promotional posters in all cities

### BRONZE SPONSOR: $1000

- Logo on signage at three of the VLP sessions held in one city of choice
- Sponsor display table at two VLP sessions held in one city of choice
- Your vegan product samples, coupons, and/or business literature inserted into all of the VLP goody bags
- Logo, website and organization/company description in all 2020 VLP binders in one city of choice
- Logo and link to your website featured on the 2020 VLP website page of one city of choice for four months
- Listing in social media promotion
- Logo and website link on all promotional posters of one city of choice

### PARTNER SPONSOR: $500

- Logo on signage at the kickoff (first) VLP session held in one city of choice
- Sponsor display table at the VLP graduation party at one city of choice
- Your vegan product samples, coupons, and/or business literature inserted into all of the VLP goody bags
- Logo, website and organization/company description in all 2020 VLP binders in one city of choice
- Logo and link to your website featured on the 2020 VLP website page of one city of choice for two months

Contact Erin by email at erin@veganlivingprogram.org or call 443-531-1708 to become a Sponsor.

Checks made payable to: Vegan Living Program, 932 N. Charles Street, Suite 3R, Baltimore, MD 21201

info@veganlivingprogram.org // www.veganlivingprogram.org
**PRODUCT DONATION**

- Your vegan product samples, coupons, and/or promotional items inserted into the Long Island, NY, Syracuse, NY, Pasadena, CA, Chico, CA, and Denver, CO VLP goody bags (or city of choice)
- And/or any higher value items you donate used as raffle or door prizes
- Listing and link to your website featured on the VLP website
- Listing in VLP print materials distributed at sessions

To help ease their transition into vegan living, we assemble goody bags for Vegan Pledges. We would love to share your products, samples or promotional materials with our participants, many of whom will be exploring vegan products for the first time. The Vegan Living Programs are an opportunity for vegan companies to gain exposure and market to an audience of new and aspiring vegans who are just beginning to change their consumer habits.

While we would love to distribute your product samples or promotional items at all of our programs, we understand that you may need to choose based on your marketing strategies and your donation budget. If you would like to donate a smaller number of higher value items, this is also appreciated, as they will be featured as raffle and/or door prizes.

**Long Island, NY:** Our Long Island program is entering its 7th year in conjunction with the Sustainability Institute at Molloy College. Last year (and the previous 2 years), we had another maximum-capacity program with more than 250 attendees! If you would like to donate items for the Long Island Vegan Pledge goody bags, please send 100 items to Demo Maratos, 7180 Republic Airport, Farmingdale, NY 11735. Donations for our Long Island goody bags will be needed by May 23, 2020.

**Syracuse, NY:** Our Syracuse Vegan Living Program enjoyed a successful second year this October, and will return in autumn, 2020. If you would like to donate items for the Syracuse Vegan Pledge goody bags, please send 30 items to Shelly Bornemann, 3127 Hidden Lake Drive, Baldwinsville, NY 13027. Donations for our Syracuse goody bags will be needed by September 5th, 2020.

**Pasadena, CA:** We are working in conjunction with activists in Pasadena, California to host a debut Vegan Living Program in March of 2020! If you would like to donate items for the Pasadena Vegan Pledge goody bags, please send 30 items to Jerneja Tomsic, 2460 Cooley Place, Pasadena, CA 91104. Donations for our Pasadena goody bags will be needed by February 29th, 2020.

**Denver, CO and Chico, CA:** We are working in conjunction with activists in Denver, Colorado and Chico, California to host debut Vegan Living Programs in 2020! If you would like to donate items for the Denver and/or Chico Vegan Pledge goody bags or raffle prizes, please contact us and we will get back in touch with you when we have confirmed dates.

Contact Erin by email at erin@veganlivingprogram.org or call 443-531-1708 to become a Product Donor.

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