



Philly VegFest 2026 Sponsorship Opportunities

Dear Friend of the Community,

We are pleased to invite you to partner with us for the 6th Annual Philly VegFest, taking place on Saturday, June 13, 2026. This highly anticipated event celebrates the many dimensions of the vegan lifestyle, including health and food justice, intersectionality, animal and human advocacy, sustainability, community engagement, and plant-based living in the Greater Philadelphia region.

Philly VegFest attracts 5,000+ attendees each year, bringing together families, professionals, health-conscious consumers, and individuals seeking innovative products and services aligned with conscious living. Our audience is engaged, values-driven, and actively seeking brands that reflect their commitment to wellness, ethics, and sustainability.

Sponsoring Philly VegFest offers a powerful opportunity to showcase your brand, build meaningful connections with a targeted audience, and align with a rapidly growing movement. Whether you are a local business or a national brand, our event provides strong visibility and authentic engagement.

Enclosed, you will find our sponsorship opportunities for your review. We would welcome the opportunity to collaborate and create meaningful value for your organization.

Thank you for your time and consideration. We look forward to partnering with you.

Sincerely,

Richard W. Rogers, Jr. and The Philly VegFest Team



Philly VegFest 2026 Sponsorship & Product Placement

Event Overview

Event Date: Saturday, June 13, 2026

Time: 12:00 AM - 7:00 PM

Location: Girard College (2101 S College Ave Philadelphia, PA)

Projected Attendance: 5,000+ attendees

Contact: Richard W. Rogers, Jr. Festival Director

Email: info@phillyvegfest.com

Website: www.phillyvegfest.com

Instagram: @phillyvegfest Facebook: @philadelphiavegfest

About Philly VegFest

Philly VegFest is an annual one-day outdoor celebration of plant-based living, sustainability, and compassion. Now in its sixth installment, the event draws a dynamic and engaged crowd from across the region, featuring:

- 50+ vendors with delicious plant-based food, products, and services
- Speakers and panel sessions featuring leading voices in plant-based health and vegan activism
- 2 screenings of film, “They’re trying to Kill Us” (producer/director John “Bad Ass Vegan” Lewis)
- Live bands
- Vegan Beer/Cider Garden
- Family-friendly and wellness activities throughout the day
- Spoken word lounge hosted by KP Ultra and Rich Flow
- Free admission for all ages (donations are encouraged and appreciated)

Our Audience

Demographics:

- Age: All ages
- Not gender specific
- Location: Philadelphia & tri-state area
- Interests: Veganism, health, wellness, intersectionality, sustainability, fitness

Engagement:

- Growing social media audience
- 5,000+ attendees annually
- Highly interactive and values-aligned



Sponsorship Opportunities

- Producing Sponsor - \$10,000+
Name in event title, Top logo placement, stage mentions, social campaign, email spotlight, booth, swag bag inserts, recognition on website.
- Platinum Sponsor - \$5,000+
Top logo placement, stage mentions, social campaign, email spotlight, booth, swag bag inserts, recognition on website.
- Gold Sponsor - \$3,500+
Logo on banner/website, 4 social posts, booth, swag bag inserts
- Silver Sponsor - \$2,500+
Logo on website, 2 social posts, booth, swag bag inserts.
- Bronze or Corporate/Commercial Exhibiting Sponsor - \$1000+
Booth Space at event, social posts, swag bag insert, recognition on website.
- Community Friend - \$100+
Recognition on Website.

Swag Bag Participation

Swag Bags will be gifted to the first 500 attendees.

Brands may submit:

- Branded product samples
- Coupons or eco-giveaways (With monetary donation)
- Promotional literature (with monetary donation)

Participation is free with 500-unit product shipments by June 1, 2026.

Why Partner With Us?

- Authentic Alignment: Reach your niche consumer base.
- Targeted Reach: Highly aligned plant-based demographic.
- Community Impact: Help keep VegFest free to the public.
- Ongoing Exposure: Marketing campaign extends pre & post-event.

Next Steps

To reserve your sponsorship or swag bag spot, or for questions, contact:

Richard W. Rogers, Jr.

Festival Director, Philly VegFest

Email: info@phillyvegfest.com

Phone: 484-808-7066

Website: www.phillyvegfest.com



FOR IMMEDIATE RELEASE

Philly VegFest 2026 Returns in June to Celebrate Veganism, Health & Food Justice, and Plant-Based Living with Food, Music, and Community

PHILADELPHIA, PA — April 15, 2026 — The beloved **Philly VegFest** returns for its sixth installment on Saturday, June 13, 2026, bringing together thousands of plant-powered Philadelphians and visitors to celebrate all things vegan and whole food plant-based. In its new location, this free, family-friendly festival will take place from **12:00 PM to 7:00 PM** at historic **Girard College (2101 S. College Ave, Phila PA)**, promising a full day of delicious eats, vegan vendors, live music, dynamic speakers, health & food justice and conscious community connection.

“Philly VegFest isn’t just a festival — it’s a crucial part of a movement,” says **Richard Weston Rogers, Jr.** Director of Philly VegFest. “We’re excited to, not only gather in the name of animal advocacy, but to educate the community about important components of veganism... intersectionality, health & food justice, cultural reclamation, decolonization of our minds, health & food. Whether you’re vegan, vegetarian, veg-curious, or looking for conscious awareness and change, there’s something here for everyone.”

This year’s VegFest features a multitude of vendors and exhibitors offering everything from plant-based comfort food and health-forward dishes such as pizza, soul food, vegan sushi rolls, ice-cream, banana whips, and pastries, to eco-conscious goods and cruelty-free products, including essential-oil-infused body formulas, vegan art, and handmade jewelry. Attendees can explore a range of local and national brands, dynamic speakers, and educational panels while grooving to live performances throughout the day.

Festival highlights include:

- 50+ vendors with delicious plant-based food, products, and services
- Speakers and panel sessions featuring leading voices in plant-based health and vegan activism
- 2 screenings of film, “They’re trying to Kill Us” (producer/director John “Bad Ass Vegan” Lewis)
- Live bands
- Vegan Beer/Cider Garden
- Family-friendly and wellness activities throughout the day
- Spoken word lounge hosted by KP Ultra and Rich Flow
- Free admission for all ages (donations are encouraged and appreciated)

2026 Speakers and Panelists: 4 x NBA champion, entrepreneur, and vegan activist, John Salley will deliver a keynote address, emphasizing food & health justice and the importance of the plant-based lifestyle for optimal performance. John Lewis, aka Bad Ass Vegan, vegan activist, advocate, and film producer/director joins the event as co-host, featuring his groundbreaking film “They’re Trying to Kill Us.” Cancer “thriver,” author, and wellness coach, “Gigi the Vegan” Jones, will share the inspirational story of her successful triumph over cancer through the plant-based lifestyle. Angela Yvonne, entrepreneur, journalist, and creator of “Vegan Pop Eats” joins the Festival as a co-host and panel moderator. One of the dynamic panels is “Demystifying Masculinity through the Vegan Lens.” Dr. Milton Mills, recognized from such films as “What the Health,” “Forks Over Knives,” and “They’re Trying to Kill Us” will address elements of wellness, health/food justice, and proactive control of one’s health.

Other presenters and panelists: Philadelphia vegan historian, Vance Lehmkuhl (American Vegan Center), sharing the richly fascinating history of veganism through the lens of colonial America; Dr. Anabelle Morales Broadbent (Verde Ops/Vegan Athlete/Food Scientist), and the “Federation of Vegan Festivals” - Black VegFest (Brooklyn), The Veggie Taste (ATL), Texas VegFest (Austin), Black Veg Society/Children’s VegFest (Baltimore), and Philly VegFest.

2026 Presenting Sponsors: Indraloka Animal Sanctuary (Dalton PA) returns as our partnering organization in animal advocacy. Lena Di (Lena Di Wellness), Danielle Medina (Fit N Play Mama) “Coach Shay” (Inner Sanctuary Wellness), Tiffany Easley (Flow with Tiff), Chef Alex Giel (La Llamita Vegana), Chef Nikki in the Mix (Vegan House of Pancakes/Nikki’s FATASS Cakes), Christopher KP Brown (Poet-KP Ultra/Pecola Breedlove & The Freedom Party), and Rich Flow (Rich Flow Music) – all presenting at the Festival.

2026 Bands: Kuf Knotz and Christine Elise (New Age Hip-Hop Soul), The Verdict (Reggae), Leon Jordan Jr, Quartet (Straight-Ahead Jazz), The Reality Check Experiment (Independent Jam Band), Rich Flow (Rap), Badd Kitti (Funk) *pending

Philly VegFest 2026 is committed to sustainability, inclusivity, and empowering people to make compassionate, informed lifestyle choices. This annual event is growing into one of Philadelphia’s favorite summer festivals, uniting people of all backgrounds through shared values and vibrant community spirit.

For updates, vendor information, and to RSVP, visit phillyvegfest.com or follow @PhillyVegFest on [Instagram](#) and [Facebook](#).

Press Contact:

Richard Weston Rogers Jr. - Director, Philly VegFest

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www.phillyvegfest.com | Insta: [@phillyvegfest](#) | FB [@philadelphiavegfest](#)

