



## Vegan Chef Challenge Sponsorship Information Packet

### About the Vegan Chef Challenge (VCC)

The Vegan Chef Challenge is a month-long community event showcasing vegan dishes created by chefs at local restaurants, food trucks, cafes, etc. Typically, 10 to 30 local businesses take part. The dining public is encouraged to eat out often during the month, and vote for their favorite dishes. We encourage businesses to keep popular vegan items on their regular menu after the challenge concludes.

### Benefits of Sponsoring the Vegan Chef Challenge

1. **Enhanced Visibility:** Gain exposure to a dedicated audience of enthusiastic foodies, local-business advocates, vegans, and health- and environment-conscious individuals. Your brand will be featured in promotional materials and social media posts.
2. **Community Engagement:** Show your support for the local community by backing local businesses participating in the event.
3. **Positive Brand Association:** Align your brand with a growing movement that promotes animal welfare, better health, and environmental stewardship.
4. **Networking Opportunities:** Connect with like-minded businesses, organizations, and individuals.

### What Sponsors Receive in Exchange for Sponsorship

1. **Social Media Promotion:** Multiple posts on our social media pages featuring your logo and acknowledging your support.
2. **Printed Marketing Materials:** Your logo will be included on posters, flyers, and table tents distributed to participating businesses and put up around town.
3. **Website Feature:** Your logo and a link to your website will be featured on the Vegan Chef Challenge event page.
4. **Event Recognition:** Mention of your sponsorship during the awards ceremony and other event-related communications, including press coverage.

#### Questions?

Please contact [jackiev@veganoutreach.org](mailto:jackiev@veganoutreach.org)



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### How to Become a Sponsor

**\*\*After approval of your sponsorship you will be sent payment information.**

To become a sponsor of the Vegan Chef Challenge, simply donate at least \$300 through our VCC payment portal.

Upon completing the payment, you will receive an automatic confirmation email that also serves as a tax receipt. Our VCC coordinator will then contact you to obtain your logo and provide a timeline for featuring it in our promotional materials.

### Sample Social Media Post

The image shows a social media post on a blue background. At the top, there are icons for a t-shirt with a 'V', a pie, a hamburger, a credit card, and a shopping bag. Below these icons, the text reads "Thanks to" in yellow, followed by a cartoon mushroom character with a face and arms, sitting on a pile of mushrooms. Below the character, it says "THE HAPPY MUSHROOM" in yellow. At the bottom of the graphic, it says "for your sponsorship!" in yellow. In the bottom left corner of the graphic is the "VEGAN CHEF CHALLENGE" logo. In the bottom right corner, it says "Presented by: VEGAN OUTREACH ANCHORAGE VEGFEST health and outdoor festival".

The social media post is from the account "anchorageveganchefchallenge". The main post text reads: "We're thrilled to announce @thehappymushroom as a proud sponsor of the Anchorage Vegan Chef Challenge! 🍄 Did you know that they offer subscription boxes and grow fresh mushrooms year-round? 🍄 Check them out over at www.thehappymushroom.com A massive thank you to The Happy Mushroom for supporting our mission to celebrate new vegan dishes coming to Anchorage! 🍄🍄". Below this are several hashtags: #supportlocal #govegan #tryvegan #vegansofalaska #10weekstovegan #anchoragevegfest #anchorerestaurants #anchorageveganeats #anchoragefoodies #vegansofanchorage #anchorageveganchefchallenge #vegan #alaskafoodtruck #alaskafoodies #alaskafoodie #alaskafood #plantbased #anchorage #anchorageak #anchoragealaska. The post was edited 5m ago.

A comment from user "martigi90" says: "Best vegan jerky ever! 🍄".

The post is liked by "herconcretetruth and others" on January 30. There is a comment input field at the bottom that says "Add a comment...".

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Presented by:  VEGAN OUTREACH



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### Allocation of Sponsorship Funds

Your generous donation will support the Vegan Chef Challenge in various ways, including:

- Printing marketing materials (posters, table tents, flyers, etc.)
- Printing and framing certificates for participants
- Purchasing prizes for chefs and super voters
- Any other expenses related to the awards ceremony

### Contact Us

For more information or if you have any questions, please contact Jackie at [jackiev@veganoutreach.org](mailto:jackiev@veganoutreach.org).

Thank you for considering sponsoring the Vegan Chef Challenge!

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