

# FESTIVAL VEGETARIANO®



VINCITORE NEL 2012



**festival of festivals™**  
Premio Speciale "Think Green" e "Heroes"

## THE FESTIVAL

Among all national events focused on the bio-vegetarian lifestyle, the Vegetarian Festival hosts also debates about fundamental topics like ethics, environment, health.

At the beginning, the Festival focused on food habits but over the last few years it has been widening its field of action including topics like environment and sustainability since they belong to the same philosophy (way of life) - paying attention to consumption, life quality and environmental protection. The edition of this year has already received several patronages by the Ministry of Environmental and the International Organization for Animal Protection.

## FINANCIAL TOOLS

The Vegetarian Festival is an initiative of cultural promotion performed with private funds and supported by strong partners that have been giving their different contribution over the last few years.

Thanks to the contribution made by several Italian companies, the Vegetarian Festival has:

- > **hosted important cultural performances** ranging from the meeting in 2011 with Professor Mario Tozzi to the extraordinary participation - in the 2012 edition - of Margherita Hack, Massimo Cirri and Andrea Segrè, Enzo and Patrizia Maiorca, Gianni Tamino and Paolo Ermani;
- > **proposed entertaining performances** (film exhibition 'No impact man'; workshop kids in collaboration with IS Science Centre in Trieste, drama performances, road artists exhibitions, photo exhibitions of Sea Shepherd);
- > **supported and protected environmental association** like Sea Shepherd Conservation Society, international association on biodiversity safeguard;
- > **promoted self-financing initiatives** for families, like the VEG-BAG, a practical shopping bag containing a wide range of products of the best BIO certified Italian companies.

## PRESS OFFICE

Thanks to a highly professional press office at national level, the Festival has been awarded over the last few years among the four main Italian festivals focused on vegetarian topics, thus bringing an added-value to the participating companies. The third edition of the Vegetarian Festival won special awards like 'Think green' and 'Heroes 2012', given by the jury of the Festival of Festivals 2012 in Matera.

## ADVERTISING CHANNELS VEGETARIAN FESTIVAL

Four advertising channels are available for the business partners of the Vegetarian Festival:

- > Advertising **banner on the website** (200x140 pixel), in all website pages [www.festivalvegetariano.it](http://www.festivalvegetariano.it), with a sliding system and link in the company website.
- > **Printed publications** of the Festival: promotional cards, schedule, fliers, posters 70x100 and jumbo (6x3 m).
- > **Press notices:** company highlights in the press notices of the Festival.
- > **Corner interviews:** during the days of the Festival, near the cultural pavilion, a corner will be arranged for TV interviews and photos; in this corner, the company logos will be visible.

Apart from these opportunities, advertising partners will have the chance to be inserted in the online catalogue of exhibitors at no costs and a prearranged exhibition space with a gazebo 1,90 height, including lighting plants and a bench, aluminum structure and pvc clothings. Assembly

organised by



promoted by



with the patronage of



**VEGETARIAN FESTIVAL®**

Cultural event organised by the EVENTGREEN Association

Via dei Vegetariani, 2 | 34170 Gorizia - Italy

Phone +39 0481 539877 | +39 0481 533522 | Fax +39 0481 530387

T. C. 91036540317 | VAT N. 01148380312

[info@festivalvegetariano.it](mailto:info@festivalvegetariano.it) | [www.festivalvegetariano.it](http://www.festivalvegetariano.it)

and disassembly services are carried out by the organization.

## WEBSITE

Main access data to the website (about the 2012 edition):

- > Website May-August 2012 **38.000 visitors** (in 2011 30.000)
- > Facebook is the main social network for the Festival website with over **21.400 "Likes"**

The MODULAR banner of 200x140 pixel is visible in all website pages [www.festivalvegetariano.it](http://www.festivalvegetariano.it). Position 1 is dedicated to the VEG-BAG partners who participate in the initiative by sending their products; partners who support the Festival are entitled to get position 2. Clicks on the banners can link to the company website or to other landing pages.

### Banner positioning (homepage Vegetarian Festival 2012)



## PROMOTIONAL MATERIAL

For the 2013 edition, following initiatives will be taken:

- > printing of **25.000 promotional cards** to be distributed during the previous weeks in strategic places in Friuli Venezia Giulia and in Veneto;
- > **10 printings - big format "jumbo" 6x3m** - that will be posted up in strategic places of Friuli Venezia Giulia.
- > **2000 posters 70x100cm** that will be posted up in the whole territory of Friuli Venezia Giulia and Veneto;
- > **700 posters** in A3 format that will be distributed in the main local points in Friuli Venezia Giulia and Veneto;
- > **30.000 Festival programs** in Italian and Slovenian language distributed at the press

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conference and info point during the days of the event.

For the visibility of the printed material, it is mandatory to send the **high resolution logo within 10 July 2013**.

### ADVERTISING PARTNER PACKAGES

PREMIUM	STANDARD	SMART
<ul style="list-style-type: none"> <li>• Modular advertising banner 2</li> <li>• Company logo in the interview corners</li> <li>• Company logo in all printed products of the Festival</li> <li>• The company will be mentioned in the press notices</li> <li>• Visibility on social networks of the event (2 sharing posts on Facebook in days to be convened)</li> <li>• Prearranged exhibition space 3x3 m and insertion in the online exhibition catalogue</li> </ul>	<ul style="list-style-type: none"> <li>• Modular advertising banner 2</li> <li>• Company logo in the interview corners</li> <li>• Company logo on the printed schedule of the Festival (apart from other printed materials)</li> <li>• Visibility on social networks of the event (1 sharing post on Facebook in days to be convened)</li> <li>• Prearranged exhibition space 3x3 m and insertion in the online exhibition catalogue</li> </ul>	<ul style="list-style-type: none"> <li>• Company logo on the printed schedule of the Festival (apart from other printed materials)</li> <li>• Prearranged exhibition space 3x3 m and insertion in the online exhibition catalogue*</li> </ul>
<b>3.000 € + VAT</b>	<b>2.000 € + VAT</b>	<b>900 € + VAT</b>

#### All amounts are VAT excluded.

All participating companies must be in line with the fundamental principles of the Vegetarian Festival on topics like non-violence and environmental protection.

Therefore, companies against such principles will not be admitted.

For further information or if you wish to start a different collaboration (for example, material or equipment delivery), please do not hesitate to write us to [partner@festivalvegetariano.it](mailto:partner@festivalvegetariano.it) or to reach us by phone +390481533522; a member of our staff will be at your disposal for every doubt or enquiry.

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