



This handy checklist can provide some guidance when organizing a VegFest. The time frame for all activities is approximate.

### **1 year prior to the event**

- Think about who would support and where to host this type of event in your community

### **6 - 12 months prior to the event**

- Look for support - find volunteers who will commit time to this project. Clearly define for them their role and how often you will engage with them.
- Define your goals for the VegFest
- Pick a name for your VegFest
- Find and secure the venue
- Check regulations for hosting an event with city administration
- Consider obtaining event insurance
- Set the date
- Set up a website and social media pages - include Save-the-Date, and links for prospective vendors and sponsors
- Approach potential sponsors and/or start a crowd fundraising campaign
- Approach potential speakers and secure booking as soon as possible
- Develop Vendor application and contract

### **3 - 6 months prior to the event**

- Approach potential vendors
- Follow up with sponsors
- Follow up with interested vendors
- Develop a program sheet with event details to print for attendees
- Update the website to reflect current information
- Start promoting your event



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## 1 - 3 months prior to the event

- Regularly update the website
- Advance efforts to secure the sign up of vendors
- Print flyers and distribute them
- Print signs for the event
- Reach out to volunteers for the event
- Rent necessary equipment
- Ramp up promotion of your event
- Finalize permits/notifications of local regulatory agencies

## 1 month - 1 day prior to the event

- Plan the layout for the event
- Develop a feedback form for vendors and sponsors
- Develop a plan for volunteer activities
- Arrange drop off and pick up of equipment, if needed
- Test necessary equipment
- Provide clear instructions to vendors
- Print program for attendees



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We welcome your suggestions and ideas!  
Please send them to [info@plantpurecommunities.org](mailto:info@plantpurecommunities.org)