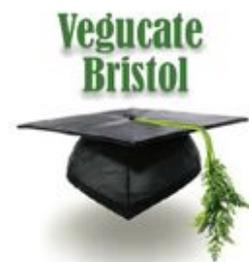


VEGUCATE BRISTOL

FILM SERIES MEDIA PACK



Vegucate Bristol is a community that promotes the benefits of a plant-based lifestyle in Bristol, through a series of warm, light-hearted and enjoyable evenings that are **FREE** and **OPEN TO ALL**.



Vegucate Bristol is running a 6-week film series in April 2013

**Weekly film screenings | Over 100 visitors each week |
Admission FREE to the public | Includes:
Free foods | Stand-up comedians | Cookery demos |
Raffle | Literature | Q&A**

**April 2nd, 9th, 16th, 23rd, 30th and May 7th (Tuesdays)
18:30 – 22:00 each night
Venue: Polish Club, 50 St Paul's Rd, Clifton, Bristol BS8 1LP,
United Kingdom**

We would be absolutely grateful for

- Food donations - Raffle prize donations - Sponsorship

**Your support is invaluable to the success of our events!
In return, we will promote your business throughout our
community and beyond!**

Our film list includes:
Vegucated | *Planeat* | *Forks over Knives* |
Peaceable Kingdom: The Journey Home |
Got the Facts on Milk?



Past screenings of *Vegucated* have attracted nearly 400 visitors, with a large proportion of people curious about the plant-based lifestyle.

These events are a perfect opportunity for businesses to showcase their products and services to people who wish to sample the very best of the plant-based lifestyle.

These events are all FREE and NON-PROFIT.
All funds raised go to VEGFAM charity, who feed the hungry across the globe through self-sustainable means
(please visit www.vegfamcharity.org.uk for further info)



FOOD DONATION

We sincerely invite you to get involved in our 6-week film series either by food donation, raffle prize donation or sponsorship.

Serving healthy, colourful and delicious plant-based foods is a tantalising way of showing people the wonders of the plant-based world.



Feedbacks from past screenings indicate that a sizeable proportion of our visitors came because of the temptation of free food or their curiosity towards plant-based foods.



Donating food to our screenings is therefore a very effective means of increasing your exposure in front of people from a variety of backgrounds, regardless of their current dietary choices.

- In return for your kind food donations, your business will be included on
- the Vegucate Bristol Facebook page (100-word description + logo + link)
 - a 1/4-page advert in the Food section of our event programme (1,000 copies given out over 6 weeks)
 - the editorial section of the programme

Snacks and food to be heated up on the nights can be sent to the following address 2 weeks prior to the start of our film series on 2nd April:
Flat 53, Studios 58, 4 Dighton St, Bristol BS2 8AL, United Kingdom

Please contact the organiser Alan Lee for further details concerning delivery of hot foods on the nights.

RAFFLE PRIZE DONATION

Our raffle is not only a perfect occasion for visitors to win some real goodies with minimal outlay (only £1 per raffle ticket), and for businesses to raise the profile of their products at low costs, but also raises funds for Vegfam, our charity of choice.



Vegfam



Vegfam helps the hungry across the globe by providing funds for 100% sustainable food projects and the provision of safe drinking water. To find out more about Vegfam, visit www.vegfamcharity.org.uk



In return for your kind raffle prize donations, your business will be included on

- the Vegucate Bristol Facebook page (50-word description + logo + link)
- the editorial section of our event programme (1,000 copies given out over 6 weeks)

All prize donations can be sent to the following address 2 weeks prior to the start of the film series on 2nd April 2013.

Flat 53, Studios 58, 4 Dighton St, Bristol BS2 8AL, United Kingdom

SPONSORSHIP

Sponsoring our film series is a great opportunity for you to maximise your exposure to hundreds of visitors from a large variety of backgrounds. Do not hesitate to contact the organiser Alan Lee for more details on our sponsorship packages, as we can always tailor them to your specific needs. Our packages include:

Supporter (£25)

Inclusion on

- the Vegucate Bristol Facebook page (50-word description + logo + link)
- the editorial section of our event programme (1,000 copies given out over 6 weeks)

Bronze sponsor (£50)

Inclusion on

- the Vegucate Bristol Facebook page (100-word description + logo + link)
- 1/4-page advert in our event programme (1,000 copies given out over 6 weeks)
- logo on our posters (250 A2 + 250 A3) and flyers (20,000 DL)

Silver sponsor (£100)

Inclusion on

- the Vegucate Bristol Facebook page (100-word description + logo + link)
- 1/2-page advert in our event programme (1,000 copies given out over 6 weeks)
- logo on our posters (250 A2 + 250 A3) and flyers (20,000 DL)

Gold sponsor (£250)

Inclusion on

- the Vegucate Bristol Facebook page (150-word description + logo + link)
- 1-page advert in our event programme (1,000 copies given out over 6 weeks)
- logo on our posters (250 A2 + 250 A3) and flyers (20,000 DL)

All these packages come with excellent word of mouth amongst the Bristol community.





FREE FILM SCREENING IN BRISTOL



VEGUCATED is an award-winning documentary that portrays the rapid and comedic transformation of 3 meat- and cheese-loving New Yorkers who volunteered to go vegan for 6 weeks.

Three People.
Six Weeks.
One Challenge.

Set to be shown TWICE. Event includes:
FREE VEGAN PIZZAS, CAKES and snacks | FREE
STAND-UP COMEDY | RAFFLE | DISCUSSION
Comedy from ANDREW O'NEILL, CHRIS STOKES
and DOMINIC BERRY

FREE ADMISSION (Capacity: 180 people)

Fundraising event for VEGFAM - who feeds the hungry without animal exploitation.

Thursday November 1st 6:30 - 10pm

Tuesday November 6th 6:30 - 10pm

Polish Club, 50 St Paul's Rd, Bristol BS8 1LP

Space is limited - to ensure entry,
please order tickets online at
www.vegucatebristol.eventbrite.com (1/11/2012) &
www.vegucatebristol2.eventbrite.com (6/11/2012)

Follow us on Facebook - search 'Vegucate Bristol'.
For more info, contact the organiser Alan Lee at
alanphenyl@hotmail.com



Vegucated



MORE ON VEGUCATE BRISTOL COMMUNITY

Our community is tolerant, welcoming and easy-going. We believe in sharing the awesome all-round benefits of the plant-based lifestyle with everyone who would like to discover the numerous positives of living without meat and dairy.

We are non-judgmental and although we take our issues seriously we don't take ourselves too seriously!

We believe 100% that quality food and good times are for sharing, and that the best way to introduce new ideas to people is to be welcoming, inclusive and fun!

This community is made up of people who used to crave meat and dairy, but took the steps needed to go plant-based later in their lives.

So we fully respect everybody's current dietary choices. Everyone is welcome to our events, including even the hardest-core carnivores, dairy-lovers and vegetable-haters. And we understand the challenges that we all face when giving up meat and dairy.

Our aim is to encourage people to try plant-based products. Hence we would deeply appreciate your cooperation and care in making sure that all donations sent are 100% plant-based.

NOTE: DEADLINE FOR INCLUSION

- ON POSTERS AND FLYERS: 22 FEBRUARY 2013
- IN EVENT PROGRAMME: 15 MARCH 2013

TESTIMONIALS FROM PREVIOUS EVENTS

"An excellent all-in-one night out - film, comedy, talks, food, photography exhibition, all in the same atmospheric venue with a friendly atmosphere. Many thanks for a nice meal and an enjoyable, civilised evening."

"Excellent! Thank you very much for investing so much of your time and energy into putting this event on. It's the first of it's kind I have ever attended - and I did so with an open and enquiring mind. I met and spoke to some very nice people who were willing to give up their time to impart their wisdom and experiences. I didn't feel pressured and surprisingly, I enjoyed all the foods especially the somosas and cup-cakes which someone kindly brought along. I took lots of literature and a 'goody-box' home with me so that I may share some with close friends who could not attend for various reasons. Information regarding local venues, sources, cafes and events was very gratefully acknowledged."

"I'm now considering buying Vegan products to suplement cheese and butter, I only came along to see what the film was about!!"

"The event was extremely informal and friendly, the inclusion of comedy/poetry performances really helped to break any over burdensome formality or preacher like overtones for all attendees especially the non vegetarian/vegan/raw foodists, thus transforming the evening into a participating event and not a pulpit sermon type preaching event. The discussions were informal and informative, and would definitely encourage me to bring non vegetarians/vegans to the nest events as a way to share food/ideas/ information and lifestyle choices."

"so grateful that you invested so much time in organising event great to hear the vegan poet and comedian"

"Brilliant! Thank you so much. I'm a committed vegan already, but I really got something from the evening in terms of learning more about nutrition, and it helped reinformce my commitment to vegan living."

"I was so chuffed to be given so much in one evening - food, education, film, meeting people, and comedy fun, and so am hugely grateful to the organiser(s) and all the volunteers and sponsors. I also consider it to have been a valuable exercise, making a big difference to people's eating and buying habits, as well as their/our awareness of important global animal and food issues. Well done!"

"Excellent programme - was a good mix of activities, information, food and a great turnout!"

"Thank you all the people who made this event possible."

"I would love to see more such events, where people get a chance to realize how the animals are treated in reality and how easy it is to simply stop eating meat, if you have this awareness."

"I wish I had told more of my meat eating friends about this. I came on a bit of a whim tempted by something for free and the fact that the film had won a lot of awards. The documentary has made me seriously challenge my beliefs and behaviours around eating. I'd been in the dark about the global impact of factory farming and whilst I'd percieved veganism as an individual choice I now understand it as a social responsibility. I really hope that the impact of this experience stays with me - I've had a vegan breakfast so I'm off to a good start! The comedy was fantastic. I want to say an absolutely MASSIVE thank you for this opportunity. I hope it changes my life."

ACKNOWLEDGEMENTS

Vegucate Bristol extend a MASSIVE thank you to VegfestUK for their incredible support in all our film screening events in the form of sponsorship.



Thanks must also go to all our previous sponsors, food suppliers and prize donors who made our past film screenings so successful!

CONTACT INFO

ORGANISER

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Vegucate Bristol Film Series

April 2nd, 9th, 16th, 23th, 30th and May 7th