



Partnership Brochure

Main Sponsor:





We cannot wait to welcome you to our Wellbeing Festival at our fresh new venue – West Horsley Place

Join us for our two-day event, where we aim to broaden and open minds, spread awareness and provide a community for like-minded people to come together and share their knowledge of holistic health and healing in a joyful and safe space. Where we challenge the stigmas around mental health, spirituality, and our personal wellness journeys.

There are various sponsorship opportunities among the festival to give your brand exposure from as little as £250. If you have any other ideas on collaborating with us, we're all ears!

For further information, please contact alix@wisdomonwellness.co.uk

love Alix & Mary



What we stand for

"The mission of Wisdom on Wellness is to build a trusted, supportive and knowledgeable community of like-minded people, that can start conversations and build genuine connections, breaking the stigma and stereotype of the wellness industry, sharing knowledge and Wisdom on Wellness. Creating a unique, personal, supportive and safe experience for all of those willing to be involved."





Contents

Event Details	4
Community Feedback	5
Headliner Highlights	6
What do Guests Receive?	7
Attendance & Footfall	8
Event Promo & Marketing Strategy	9
Sponsorship & Marketing Opportunities (Main Entrance Sponsor)	10
WOW Talks Sponsor	11
Workshops Sponsor	12
Estate Areas Sponsor	13
Manor House Sponsor	14
Water Sponsor & Tote Bag / Goodie Bag Sponsor	15
Uniform / Reception & Washroom Sponsor	16





Event details



Date: Saturday 20th & Sunday 21st July 2024



When: 10am until 6pm



Where: West Horsley Place, Epsom Road, West Horsley, Surrey, KT24 6AN



Tickets: £20 entry



Expected Visitors: 3,500



Location: West Horsley Place is off the A246 between Guildford and Leatherhead, a 10 minutes' drive from the A3/M25 intersection. Ample free parking on-site.

As featured in...

Harper's
BAZAAR

CITIZEN FEMME
A Luxury Women's Travel Guide

TimeOut
LONDON

BBC RADIO
SURREY

107.8 radio
JACKIE
The Sound of SW London

Brooklands
radio
The Sound of Surrey
DAB | Online | Mobile App



Community feedback



I thought it was a great, beautiful venue and some really interesting exhibits and events. Especially liked the mandala dance early on the first day. Key thing is that it moved beyond physical wellness and into areas of mental wellness which is really important. The food options were great.

Nicolas, Attendee



It was such a wonderful event full of so many lovely souls and good vibes. Set up flowed easily and the staff were all kind and happy to help. Also the exhibitor information pack was SO informative and covered everything, very organised! Love it!

Annika, Exhibitor



WOW Festival was truly an amazing and very special event. So much love and connection was felt by everyone who went, it really was incredible, and even better it was local :) thank you so much for putting together such a soul nourishing event!! More of this is needed and I cannot wait for the next one.

Pascale, Attendee



Organisers support and accessibility was first class. We engaged a lot of people with our offerings over the two days. Good interaction with people. People had a good focus which helped in conversation & experience.

Colin, Exhibitor



I visited on Saturday for an hour with my daughter and had to come back on Sunday. The vibe, the people, the stalls - all of it was just incredible. We spent a long time at the festival on the Sunday and when we left, we all said we felt so calm yet energised. Honestly, such a wonderful festival. I can't wait to return next year!

Emma, Attendee



Community fantastic. Organisation fantastic. Any issues staff very approachable.

Jennifer, Exhibitor



2023 Headline highlights





What do guests receive?

The £20 admission fee grants our guests entry to the Wisdom on Wellness Festival 2024, including:



Full access to West Horsley Place, medieval manor house and estate.



Free activities and taster sessions of a variety of wellbeing activities.



Access to our Wellbeing Marketplace, with exclusive discounts for WOW Community customers.



Pre-bookable holistic and wellness workshops and classes.



Live Music



Inspirational talks from guest speakers



Goodie Bags



Free on-site car parking

Attendance & footfall

We believe in quality over quantity, setting realistic targets in light of our relocation to a new venue for 2024.

2022 Footfall

2,890

2023 Footfall

3,460

2024 Expected Footfall

3,500

Social Media reach

Facebook reach

191,887 ↑ 1.3M%

Instagram reach

313,151 ↑ 485K%

Paid reach

157,141 ↑ 100%

Facebook visits

6,704 ↑ 84.8K%

Instagram visits

35,070 ↑ 122.6K%

Combined Social Media Following

10k +

Website traffic

Total Website Sessions
(Jan-Dec 2023)

37,848





Event promotion & marketing strategy



Website Promo:

wisdomonwellness.co.uk
wisdomonwellnessfestival.co.uk



Time Out: Partnership agreed, promotion reaching 550k database & 1 m followers



Royal Mail: Scheduled home door drop to 20k local homes.



Email Marketing: Utilising our mailing list of circa 20k



West Horsley Place: Posters & Flyers around the grounds and exposure to over 6,000 members



Social Media Ads: Across Instagram, Facebook, Tik Tok and Linked In with dedicated budget



Promo Packs: Supplying exhibitors with pre-made social media promotion to support reach



Social Media: @wisdomonwellness & approx 3.5m+ reach from client promo



Posters: Flyers in local businesses. 200 x Street Banners around Surrey & local areas



Radio: Interviews with local & national radio stations.



Influencer Advertising: Increasing scope of audience & attendees with social media influencers



SEO: Targeted SEO management across all web content



Print Advertising: Press release sent to local & national Magazines & Newspapers





Sponsorship & marketing opportunities

There are lots of sponsorship opportunities available throughout the festival, which are all focused around the key touchpoints for visitors. This means they feature in places where there is the most footfall, providing the best value for maximum brand exposure at the event. There are packages to suit every type of business and budget.

Main Entrance Sponsor – £1000 + VAT

What You'll Get

- Main entrance promo rights.
- Pre-event social media coverage.
- 3x3 Prime Exhibition Stand (worth £350)
- Social media plugs.
- 10 free wrist bands (worth £200) for clients / guests.
- Dedicated space on our website.
- Half page advert in our festival brochure (worth £70)
- Product / service discount included in goodie bags.
- Included in mail shots to our extensive mailing list.
- 3 x stories and posts via social media to increase brand awareness and exposure
- Exposure to a very affluent area and client base
- Supporting a mental health charity and brand



WOW Talks Stage – £5000 + VAT

Elevate your brand by becoming an integral part of the energy at the WOW Talks Stage, the epicenter of engaging discussions and thought leadership. As the hub for a dynamic agenda of talks and panel discussions spanning two days, this stage is poised to be a focal point of WOW Fest 2024. Our carefully curated speaker lineup promises to captivate audiences, featuring exciting and influential personalities that are guaranteed to draw a diverse and enthusiastic crowd. 2023's line up included Raphael Rowe, Andrea McLean, Milly Pickles, Outta Puff Daddy's among many others, with a reach of over 5 million social media following.

What You'll Get

- WOW Talks Stage naming and promo rights.
- Pre-event social media coverage.
- On-the-day shout outs from the main stage.
- On-site advertising as agreed between venue & sponsor (open to suggestions).
- Stand on the main entrance in prime location.
- Social media plugs.
- 20 free wrist bands (worth £200) for clients / guests.
- Dedicated space on our website on banners and separate space with bio etc.
- Full page advert (worth £130) in our festival brochure.
- Product / service discount included in goodie bags.
- Optional space on the stage for talk / promotion about brand / service benefits etc.
- Included in mail shots to our extensive mailing list.
- Regularly share stories and posts via social media to increase brand awareness and exposure.
- Your brand associated with high calibre speakers
- Your brand will be documented in all collateral post-festival, and will be mentioned in our WOW Talks Podcast recordings from the day.



Workshops Sponsor – From £1500 + VAT

The Serpentine Walled Garden and The Barn provides secluded and private spaces to delve deeper into workshops or movement practices. Our chargeable classes are held in these spaces, such as yoga, breathwork, and tai chi in the Walled Garden, and Sound Healing, Gong Baths & Goddess Workshops in the Place Farm Barn. Sponsorship of either of these areas promises a captive audience of the most engaged visitors at the festival, which is estimated to be around 1000 people per day in each space.

What You'll Get

- Walled Garden / The Barn promo rights.
- Pre-event social media coverage.
- On-the-day shout outs from the main stage.
- On-site advertising as agreed between venue & sponsor (open to suggestions)
- Stand on the main entrance in prime location.
- Social media plugs.
- 10 free wrist bands (worth £200) for clients / guests.
- Link to brand contact details on our website.
- Half page advert in our festival brochure (worth £70).
- Product / service discount included in goodie bags.
- 10 free vouchers for paid classes for clients.
- Regularly share stories and posts via social media to increase brand awareness and exposure.
- Your brand will be documented in all collateral post-festival
- Exposure to a very affluent area and client base
- Supporting a mental health charity and brand





The Estate Sponsor – Individual Prices to be Negotiated

Immerse your brand in the festival's charm by sponsoring individual areas of the West Horsley Place Estate, and key areas of WOW Fest.

The Estate – Prices starting from £250

Align your brand with the charm of West Horsley Place Estate and the vibrant heart of WOW Fest 2024. Choose from a variety of enchanting spaces across the estate and festival grounds to connect our attendees with your brand.

Wellness Marketplace – Align your brand with creativity and craftsmanship by sponsoring our Wellness Marketplace. Benefit from a dedicated space for your brand, creating an immersive experience for festival attendees.

Recharge & Refuel – Your brand will play a pivotal role in creating a nourishing haven where festival-goers can indulge in wholesome culinary delights while enjoying a picturesque view of the Estate.

WOW Spa Sponsorship – Immerse your brand in tranquility by sponsoring the WOW Spa Sanctuary. Your logo will adorn spa materials, relaxation areas, and exclusive spa experiences, creating a serene association with wellbeing.

Children's Area – Spark joy and playfulness by sponsoring our Children's Area. Your brand will be featured prominently in children's activities and resources, play areas, and family-friendly installations.

Creative Arts Lawn – Sponsor this diverse and creative space, enjoy visibility during musical performances, live art and exhibitions, and performances.

What You'll Get

- Prominent placement on all promotional materials, banners, and signage, placement in our show guide and other opportunities available to suit your needs and budget.

We are happy to negotiate a sponsorship package that aligns with your marketing objectives and brand identity.



Manor House Sponsor

- Individual Prices to be Negotiated

Immerse your brand in the festival's charm by sponsoring individual rooms of the medieval manor house. Your brand can shape its presence within the nooks and crannies of this medieval gem. Gain visibility in a setting that has captivated audiences on a popular BBC sitcom Ghosts.

The Manor House – Prices starting from £250 + VAT

Leverage the medieval manor's distinctive rooms, aligning your brand with creativity and inspiration.

The Morning Room & The Stone Parlour – Your brand will take center stage in hands-on workshops featuring activities such as macramé, mindful arts and crafts, and empowering self-love sessions.

The Library – Align your brand with the power of words by sponsoring creative writing, poetry, and journaling workshops. Elevate your brand through hands-on participation in these transformative sessions.

The Drawing Room: Intuitive Reader Lounge – Sponsor a dedicated space for intuitive readers, where festival-goers can experience a unique blend of ancient wisdom and modern insight.

Lady Crewe's Bedroom – Sponsor this exquisite space, where Exhibitor Talks will unfold – a unique setting where Exhibitors will share their insights and expertise on their offerings in the Marketplace.

What You'll Get

- Prominent placement on all promotional materials, banners, and signage, placement in our show guide and other opportunities available to suit your needs and budget.

We are happy to negotiate a sponsorship package that aligns with your marketing objectives and brand identity.

Water Sponsor – Price to be Negotiated

Become a water sponsor of WOW Fest, Surrey's ultimate wellbeing festival, and give your brand maximum exposure to health-conscious attendees. By sponsoring water vessels and hydration stations throughout the festival, you'll not only boost your brand's visibility but also support a worthy cause. Join other successful brands in the wellness industry and align your brand with WOW Fest's mission to promote health and wellness through yoga, meditation, mindfulness workshops and much more.

What We'd Like

- Circa 1000 vessels of water for guests after their workshops.
- Water refills stand to cater for 4000 guests over the weekend.

What You'll Get

- Sole naming rights on all water for the event.
- Exposure to a very affluent area and client base.
- Supporting a mental health charity and brand.
- 3x3 Prime Exhibition Stand (worth £350).
- Social media plugs.
- 10 free wrist bands (worth £200) for clients / guests.
- Dedicated space on our website.
- Half page advert in our festival brochure (worth £70).
- Product / service discount included in goodie bags.
- Included in mail shots to our extensive mailing list.
- 3 x stories and posts via social media to increase brand awareness and exposure.

Tote Bag / Goodie Bag Sponsor – £300 + VAT

We are seeking a partner who shares our passion for wellbeing and is eager to contribute to a positive and memorable festival experience for attendees.

What You'll Get

- Your brand will play a pivotal role in providing festival-goers with a stylish and functional tote bag filled with goodies donated by our exhibitors. These will be distributed to the first 150 guests each day of the festival (300 in total).

Uniform Sponsor (Product Donation to WOW Fest)

We are seeking uniform sponsorship for various staff members, including 4 reception staff, 15 organisers, and additional staff (to be confirmed). Our sponsorship packages are open to discussion and negotiation, providing flexibility to tailor your involvement to best suit your brand's vision.

What We'd Like

Staff Members Uniform to include:

- 4 x reception staff, 15 x organisers & staff, TBC

What You'll Get

- Dual branded uniform advertisement throughout Surrey's No 1 Wellbeing Festival.

Reception & Washroom Sponsors

(Product Donation to WOW Fest)

What We Would Like

We are looking for a brand(s) to provide hand soap and lotion, candles, diffusers, incense or sanitary products etc. for our reception desk area and WCs to ensure a comfortable experience for our guests.

What You'll Get

- On-site advertising with products in prime usable places.
- Table top cards to promote the brand products and where guests can find the brands in our Marketplace.
- Quarter page advert in our festival brochure.

Festival Brochure Advertising

- Half page: £70 + VAT
 - Full Page: £130 + VAT
- DEADLINE JUNE 2024



 www.wisdomonwellnessfestival.co.uk

 alix@wisdomonwellness.co.uk



@wisdomonwellness

Main Sponsor:

