



# Cheltenham Wellbeing Festival 2019



## The Concept

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The Cheltenham Wellbeing Festival will be a town-wide takeover, designed to inspire, kickstart and improve local residents' journey to better personal well-being.

Across 7 days, visitors will be given access to fitness classes, health and wellness services and a range of inspirational activities, workshops and events that will provide a place to be inspired, get educated feel revitalised and encouraged to try something new, whilst exploring all that is on offer in health and wellness across Cheltenham.

## Our Health & Well-being Today

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Despite well-being trends increasing, government research shows that as a nation, we are still facing country-wide concerns for the future of health and well-being.

The Cheltenham Wellbeing Festival aims to motivate change by building a supportive community to encourage greater physical activity, mental support and access to health advice and services in the local area.

## Our Aims

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In a bid to support the local health and wellness community, The Cheltenham Wellbeing Festival aims to create a unique schedule of events across the town that will bring together **venues, fitness clubs, experts, beauty spas, local restaurants, bars and coffee shops** to host a schedule of classes, seminars and events to that will inspire people to live well.

Whether its trying a new fitness, strength, yoga or Pilates class, finding a new activity group, seeking support or advice on a health issue, achieving more balance in life, or even to simply indulge in a new experience that will soothe the soul, Cheltenham Wellbeing Festival will open the doors to a range of experts, and the latest trends and ideas, to give people the chance to explore every area of health and wellness on their doorstep in a fun, approachable and immersive way

- Creating a unique environment
- Enable greater access to health and wellness services
- Building connections through the well-being community, locally
- Inspiring visitors to try new things
- Supporting local business to attract clients and sustain growth



# CONTENT

The Cheltenham Wellbeing Festival will be bringing together **venues, fitness clubs, beauty spas, local restaurants, bars and coffee shops** to host a schedule of classes, seminars and events to that will inspire people to live life well.

## Active Pass

Gyms, fitness clubs and private trainers will open their classes up across the 7-days to allow the public to try the plethora of classes available across Cheltenham. Guests will be able to book activities such as yoga, Pilates, barre, Crossfit, HIIT, spinning, running swimming, tennis and many more fun activities guaranteed to raise the heart rate.



20 Active Pass Partners

## Workshops & Events

A wide range of special events hosted at key locations across the town from: Self-care Workshops, nutritional supper clubs, interactive workshops, mental health seminars, breathwork, mindfulness, relaxation and pampering sessions, that will bring the latest trends, services and ideas from across the town to life.



40 Event Partners

## Main Stage Talks

A series of talks & seminars hosted by key industry experts that will educate, inform and inspire visitors on a wide range of subjects from health and nutrition, well-being and mindfulness, lifestyle and parenting, addition, financial well-being, parenting in a modern world, to holistic therapies and mental health.



25 Talks & Seminars with Keynote Speakers

# OUR PARTNER BRANDS



The Cheltenham Wellbeing Festival will be bringing together **venues, fitness clubs, beauty spas, local restaurants, bars and coffee shops** to host a schedule of classes, seminars and events to that will inspire people to live well.

We have over 20 Active Partners opening up their sessions, 30 Business Partners hosting workshops and events, and a further 30 core events being curated by our experienced festival team. .

## Active Partners



## Event Partners



## Venue Partner



## Retail or Brand Partner



## Speaker/Expert Contributors



## Sponsorship





# MARKETING & PR

## MARKETING

Cheltenham Wellbeing Festival will be promoted across the local town and county through See tickets, our ticketing partner who have a 49k reach in the Cotswolds, as well as a targeted promo drop to 10k homes and businesses, weekly email solus, PR, Social media and content creation, local media partnership and cumulative marketing via our partner channels.

- Influencer Marketing
- Social Media
- Content Creation
- PR
- Direct Mail
- Ticket Offers
- Promo Material



## CHARITABLE COMMITMENT

Our founders believe that well-being should be accessible to all. The team are passionate about making a difference and individually believe that well-being is about community, people and the environment in which we live. We want to give back and in doing so, support local charities and causes to make a change.





# HOW TO GET INVOLVED

## PARTNER OPPORTUNITIES

Cheltenham Wellbeing Festival is a community event, designed to provide a platform for businesses of all kinds across Cheltenham to promote their services in the wellbeing industry. We are engaging with a variety of businesses as 'Partners' to the festival and have a range of tiers for involvement as follows:

### ACTIVE PARTNER

Our Active Pass is designed to offer residents and visitors the chance to explore the very best fitness and movement classes across Cheltenham.

Active Partners are a collection of existing gyms, fitness centres and fitness professionals who already host classes daily and are keen to celebrate wellbeing and encourage more participation in physical activity across Cheltenham, whilst raising awareness of your business offering.

**Cost: £150 Joining fee.**

### TREATMENT PARTNER

Our Treatment Pass offers the chance for local spas, hair, nail and beauty salons, men's grooming salons, skin treatment, holistic therapists, physiotherapists, chiropractor, Osteopaths and other health practitioners to promote their services and encourage visitors to explore more of what's available across Cheltenham.

Treatment Partners will offer 15% discount for any bookings made during the 9<sup>th</sup> -15<sup>th</sup> September via our Treatment Pass.

**Cost: £100 -£150 Joining fee.**

### EVENT PARTNER

We are working with local businesses, venues, bars, coffee shops and hotels to curate a series of events, talks, seminars, supper clubs, and interactive workshops that will educate, inspire and engage visitors in a wide range of subject across all pillars of wellbeing.

Event Partners are those brands, groups and individuals who want to host events as part of the Cheltenham Wellbeing Festival, to create the conversation, utilise their expertise, venue or resources to engage with the public.

**Cost: £150 Joining fee.**

### BRAND PARTNER

The Cheltenham Wellbeing Festival also welcomes indirect support from brand partners who simply wish to support the festival who may like to run or host specific events in-store to promote their offering or products.

There are a number of ways we can work with you to create content, utilise your expertise or simply get the message across the town about our festival, and we welcome your support

**Cost: £250 Joining fee.**

### CORPORATE PARTNER

The Cheltenham Wellbeing Festival aims to allow everyone to be part of the festival. We welcomes the support of local businesses, brands and entrepreneurs who seek to improve or highlight the importance of wellbeing within their organisations.

Small to Medium sized businesses can be part of the festival by pledging to allow their staff to engage with events across the week. From discounted tickets for staff, bespoke events, wellbeing pledges and more there are many ways to get your business involved.

**Cost: £250 Joining fee.**

**Each and every brand involved in the Cheltenham Wellbeing Festival will be provided with an Event Pack with assets to promote your involvement, as well as naming rights as a partner to the festival, among other benefits. Please Apply for more details to [alex@cheltenhamwellbeingfestival.com](mailto:alex@cheltenhamwellbeingfestival.com)**



# SPONSORSHIP OPPORTUNITIES

If you would like to gain wider exposure for your brand or business across the festival, there are a number of opportunities available at all levels to become an official sponsor.

Our sponsorship packages are designed to be bespoke to each business and are not simply a badging exercise. The Cheltenham Wellbeing Festival works closely with each and every one of its sponsors to ensure that we add value to your business' wellbeing practices, as well as raising the profile of your brand across the community.

Some examples of our packages are provided below.

## Headline Sponsor

Title rights of the whole event with promotional value across entire programme and publicity materials.

**Full headline sponsorship in year one:  
£35,000**

## Feature Sponsor

Title sponsor for specific areas or events across with specific promotional value onsite and across key areas of the marketing campaign. These include:

**Feature Sponsorship Rates start From  
£5,000 - £10,000 depending on level of  
engagement and offering.**

## Corporate Day – Friday 13<sup>th</sup> September

Sponsorship of our Corporate Day Featuring a series of talks, workshops and activities at CLC Leisure Centre as well as a VIP lunch and drinks reception.

**Event Sponsorship: £10,000  
Staff Attendance Package - £60 per head (Min  
of 5 Staff Attendees)**

## Workshops & Masterclasses

Sponsorship of individual workshops and masterclasses, or a series of scheduled workshops.

**From: £1,000 + a Series £5,000**

## Event Sponsors

Each event can be sponsored as a stand-alone event or event series.

One event **from £1,500 + or a series from  
£5,000**

## Speaker Sponsors

Sponsor a keynote speaker or panel discussion as a stand-alone event or event series.

**From: £1,500 +**



# WHY WORK WITH US?

The founders of the Cheltenham Wellbeing Festival have a shared passion to make a real, tangible difference to the future of wellbeing across the county and beyond.

Working with us as a sponsor or partner will support your business' existing internal wellness initiatives, as well as supporting your already strong standing amongst the local community.

Our aim is to not simply offer sponsorship branding opportunities. but to really work with our partners to develop short to long-term, strategic well-being programmes, that positively and measurably, impact your business practices, staff and objectives.

## Benefits of working with the CWF Team

- Opportunity to highlight the importance of well-being within your business and the community
- Raise the profile of your business as a proactive, well-being conscious business and employer
- Support the local wellness industry and practitioners' work in the community
- Provide further education and the tools to enable Staff to make positive lifestyle changes
- Improve employee health and well-being to achieve business objectives
- Establish a long-term workplace well-being strategy with CWF and The Well-being Consultancy



**THANK YOU**



CHELTENHAM WELLBEING FESTIVAL 2019  
FOR MORE INFORMATION OR TO APPLY TO BE INVOLVED  
PLEASE CONTACT  
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