

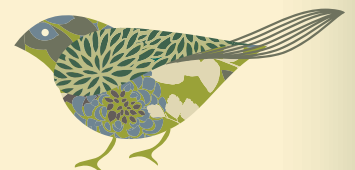
EIGHTH ANNUAL SAN DIEGO

HEALING ARTS FESTIVAL

SATURDAY, MAY 19TH, 2012



A FREE COMMUNITY HEALTH EVENT HOSTED BY
ALTHEALNET.ORG



Contact

Ryan Altman
Event Coordinator
619.546.4806
ryan@althealnet.org
www.althealnet.org

8th Annual San Diego Healing Arts Festival

Sat. May 19th, 2012 - 11 AM - 7 PM

At Adams Rec Center Park (between 35th st and Hawley Blvd.)

What We Do and Why We Do It:

The San Diego Healing Arts Festival is Southern California's premiere health and wellness fair, bringing the best in live music together with a fun, accessible arena for participants to experience integrative healing arts. Produced as a benefit and health education campaign for the non-profit Alternative Healing Network, this event features National headliners and local musicians along with over 60 exhibitors with yoga classes, product and service demonstrations, educational speakers/ lecturers, direct health services and more. The Healing Arts Festival has grown exponentially from a community fair with 2,500 attendees to a true "Festival" with over 20,000 participants.

The Alternative Healing Network is a 501(c)(3) non-profit that promotes the use of integrative healing arts and improves access to alternative health care in under-served neighborhoods. We coordinate weekly free "Integrative Health Nights" offering massage, acupuncture, chiropractic, energy healing, yoga, and nutrition classes for those whom otherwise, would not have access to care.

In 2008, we opened Adams Avenue Integrative Health, a "sliding-scale" wellness facility, offering "alternative" health care at affordable prices. All proceeds from this center go towards funding our free community clinics and outreach events. As the success of this wellness center grew, we decided to move our Healing Arts Festival into the same neighborhood to better cross-promote our programs. Now in our third year in this location at the Adams Rec Center, we are expanding the event to an adjacent field and closing down two side streets to allow for a larger workshop area, more vendor spaces, and a larger potential for festival attendees.

For 2012, we are expecting to host approximately 15,000 attendees each day.

SPONSORSHIPS

With the continued growth of the conscious, green, and health oriented lifestyle comes an ever-expanding consumer market. In 2005, the total size of this market was 70 million consumers whose value is \$209 billion. The San Diego Healing Arts Festival provides an excellent opportunity for companies to identify with educated consumers that lead conscious, healthy lifestyles. Our audience is aware of their lifestyle options and has chosen to seek out specific companies that they can align themselves with. Presence at the San Diego Healing Arts Festival will greatly increase brand awareness within this \$209 billion market.

Marketing Information

The marketing and advertising effort for the Healing Arts Festival will span various demographic boundaries, and all ethnicities, cultures, races, age groups, and economic brackets will be exposed to our materials. Our main target, however, is women aged 18-35, since women are usually more involved in family health decisions. Event advertising will be included in over 40,000 distributed flyers, over 1,000 placed posters and print ads in SD Reader, SD City Beat, SD Union-Tribune, Vision Magazine, Light Connection, SD Natural Guide and others.



Sponsorships

Presenting Sponsor - \$25,000

This sponsorship ensures constant and maximum exposure of your company to a targeted consumer demographic.

Your company's brand will be on every piece of the marketing strategy. This package maximizes all returns on the investment as it utilizes the full potential of a presentation title on a world-class event, driven by its large-scale conscious marketing campaign

- Prime 40' X 40' Exhibit Space (inc: canopy, table, chairs, signage, set-up/take-down)
- Category exclusivity
- Ad Space in Event Program (Full Page ad)
- Logo inclusion on all promotional materials
- On-site sampling
- On-site promotions (bag insert)
- On-site promotions (designated flyering space)
- Data collection opportunity
- Access to event generated database
- Inclusion in direct mail efforts
- Opportunity for employee participation
- Special access opportunities
- Inclusion in all print media ads
- Peer-to-peer network saturation
- Inclusion on website banners
- In-Kind Contribution Opportunity
- Brand on all on-site collateral material
- Merchandise w/ sponsor logo for sale
- On-site promotional giveaways that include sponsor logo
- Product/partner tie-ins
- ID on all on-site signage
- Hospitality opportunities
- Reserved space for on-site signage
- Brand presence on staff clothing/uniforms
- On-site mentions (PA announcements)
- Use of marks and logos
- Client entertainment opportunities
- Website presence
- Inclusion in press releases
- Logo Link on Sponsor Page of Event Website
- Use of selected images/photography/footage of event

Main Stage Sponsor - \$15,000

Target your consumers through brand exposure as a sponsor for our Main Stage.

- Prime 10' X 20' Exhibit Space (inc: canopy, table, chairs, signage, set-up/take-down)
- Category exclusivity
- Ad Space in Event Program (1/2 page ad)
- Large Banner on sponsored stage (or two small banners)
- On-Site mentions (PA announcements)
- Logo inclusion on all promotional materials (flyers/posters/email campaigns)
- Brand name inclusion on stage section of any promotional materials
- On-site sampling
- On-site promotional areas (next to stage)
- Stage environment signage
- Website presence
- Logo Link on Sponsor Page of Event Website
- Possible use of selected images/photography/footage of event

Associate Sponsor - \$10,000

This sponsorship provides large scale market spread and brand exposure.

- Prime 20' X 20' Exhibit Space (inc: canopy, table, chairs, signage, set-up/take-down)
- Logo inclusion on all promotional materials (flyers/posters/email campaigns)
- Category exclusivity
- Ad Space in Event Program (1/2 page ad)
- On-site sampling
- On-site promotions (bag insert)
- On-site promotions (designated flyering space)
- Data collection opportunity
- In-Kind Contribution Opportunity
- Brand on all on-site collateral material
- Merchandise w/ sponsor logo for sale
- On-site giveaways that include sponsor logo
- On-site mentions (PA announcements)
- Use of marks and logos
- Client entertainment opportunities – (Meet and Greet)
- Inclusion in press releases
- Logo Link on Sponsor Page of Event Website
- Use of selected images/photography/footage of event

Contact

Ryan Altman
Event Coordinator
619.546.4806
ryan@althealnet.org
www.althealnet.org



Hydration Sponsor - \$7,500

This sponsorship package provides an easy way to get your brand in everyone's hand. We will be the exclusive water vendor at the event and each bottle of water will have your company logo on its label.

- Prime 10' X 20' Exhibit Space (inc: canopy, table, chairs, signage, set-up/take-down)
- Logo inclusion on each water's label
- Logo inclusion on all promotional materials (flyers/posters/email campaigns)
- Ad Space in Event Program (1/4 page ad)
- On-site sampling
- On-site promotions
- Stage environment signage
- Logo Link on Sponsor Page of Event Website

Workshop Stage Sponsor - \$5,000

Target your consumers through brand exposure as a stage sponsor. This stage will feature devotional music, chanting, meditation, yoga, and other workshops.

- Prime 10' X 20' Exhibit Space (inc: canopy, table, chairs, signage, set-up/take-down)
- Banner on sponsored stage
- On-Site mentions (PA announcements)
- Logo inclusion on all promotional materials (flyers/posters/email campaigns)
- On-site sampling
- On-site promotional areas (next to stage)
- Stage environment signage
- Ad Space in Event Program (1/4 page ad)
- Logo Link on Sponsor Page of Event Website
- Possible use of selected images/photography/footage of event



Specialty Area Sponsor - \$2,500

Target consumers through specific interests. These Specialty Areas include: Clinical Space, Demo Zone, Kids' Fun Zone, Silent Disco and Meditation Garden. (If you have an idea for an additional Specialty Area based on your product or consumer interest, we'd be glad to hear it!)

- Prime 10' X 20' Exhibit Space (inc: canopy, table, chairs, signage, set-up/take-down)
- Banner on sponsored area
- On-Site mentions (PA announcements)
- Logo inclusion on all promotional materials (flyers/posters/email campaigns)
- On-site sampling (in addition to in-booth Sampling)
- On-site promotional areas (adjacent to Specialty Area)
- Ad Space in Event Program (1/8 page ad)
- Logo Link on Sponsor Page of Event Website
- Possible use of selected images/photography/footage of event

LOGO SPONSOR \$1,500

Your company brand logo will be placed on all flyers, posters, and online promotional materials.

- Premium 10' X 10' Exhibit Space (inc: canopy, table, chairs, set-up/take-down)
- Logo in Event Program
- Logo Link on Sponsor Page of Event Website
- Logo inclusion on all promotional materials (flyers/posters/email campaigns)

Contact

Ryan Altman
Event Coordinator
619.546.4806
ryan@althealnet.org
www.althealnet.org