



Sunday, October 27th 2019
10am-4pm

SPONSORSHIP OPPORTUNITIES 2019

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About Us

The Organic Beauty & Wellness Festival is a one day event held at the Boca Marriott Town Center on Sunday, October 27, 2019 from 10am-4pm. The festival brings together local and national companies that specialize in vegan, organic goods, organic beauty brands and wellness products and services to consumers interested in living a healthy lifestyle. The festival features eco-friendly products and natural health and wellness practices for the mind and body, offering a unique marketplace where consumers can learn about products, engage with health practitioners and enjoy a day of fun events for the entire family.



A Lifestyle Event for the Whole Family Centered Around Wholesome Products and Practices for a Healthy Mind, Body and Soul.



A Growing Market

The skin care and organic beauty industry is growing

The new natural look is dominating in major fashion and beauty magazines. The trends show women are becoming increasingly aware of what ingredients they are using on their face and body. After all, our skin absorbs 60% of all chemicals and creams we put on it. Natural and organic ingredients are the way to go.

According to the **Environment Working Group**, “One out of five products contain chemicals linked to cancer and they contain hazardous impurities.”

In 2014, Americans spent \$33.9 billion in alternative medicine -**Consumer Reports**

Americans spend \$160 billion per year on beauty and cosmetic products, skin and hair care, health clubs, etc. This is more than Americans spend on education.

-**Economist.com**

More than ever, millions of people are health conscious and prefer to eat organic foods vs. processed and chemically enhanced foods. They are also paying attention to what they put on their skin just as much as to what foods they consume.



Exhibitor Table Packages



Option 1. Single Space \$500 (\$400 PRE-SALE SPECIAL BEFORE AUGUST 1 2019)

6 feet long x 5 feet wide. Includes one (1) standard size banquet table, linen table cloth, two chairs. Includes TEN (10) general admission tickets.

Some table sizes may vary, or come in two 18 inch wide tables placed together (totaling 36 inches wide) based on hotel availability.



Option 2. Double Space \$1,000 (\$800 PRE SALE SPECIAL BEFORE AUGUST 1 2019)

12 feet long x 5 feet wide. Includes two (2) standard size banquet tables, linen table cloth, four chairs. Includes TEN (10) general admission tickets

Food trucks and mobile suite set ups available! Email for more info:
thescoop@obwfestival.com



Criteria for Exhibitors



Foods comprised of 50% or more organic ingredients, non-processed foods and non-genetically modified foods, vegan foods, organic creams, beauty products and chemical-free household products. This event is 100% vegan. No artificial food coloring allowed in any food items or candies displayed.

Health and Wellness Category

Holistic providers, acupuncture and chiropractic services, dermatologists and skin care experts, makeup and hair stylists, specialty products for beauty professionals, educators, fitness and wellness enthusiasts, vitamins, alternative medicine for acne treatment, skincare regimes and daily treatments, spa and salon services, Med Spas, etc.

Criteria

- ✓ Products made with organic materials which can include raw and unprocessed foods, and natural ingredients.
- ✓ Must align with promoting healthy lifestyle and the festival's efforts
- ✓ Products, professionals or services that want to give back and educate, not just make revenue



Package Add-ons *new pricing*

PHOTO BOOTH - \$3,000 (single opportunity)

Branded Photo booth with attendant and props.

This is a great way to create a memorable and fun experience for your guests. All guests will be able to take home a printed photo with your logo on each print and receive an email with the photo. Attendees will upload their photo with your logo and hashtag their experience on social media platforms like Instagram, Twitter and Facebook.

STEP AND REPEAT BACKDROP \$3,000 (three opportunities available)

Have your logo printed on our step and repeat where all attendees and media will be snapping photos. Your brand will have great exposure where photos will be distributed to over 20,000 combined email subscribers and social media followers.

A CUSTOM DEDICATED EMAIL BLAST \$450

We will create a custom email of your brand in our email newsletter sent to over 15,000 subscribers in our database.

ATTENDEE WRISTBANDS- \$2,000 (single opportunity)

Have your logo and website link printed on each wristband (1,000+ printed)



Premium Sponsorship Packages

Platinum Presenting Sponsor \$13,500.00 (Single Opportunity)

Naming Rights: The Organic Beauty and Wellness Festival” Becomes “Organic Beauty and Wellness Festival "presented by “Your Company”

Print Exposure

- ✓ Prominent logo display on all postcards (over 5,000 prints distributed across tri-county area)
- ✓ Company write up and information in press release and all media materials
- ✓ Logo on back drop of step and repeat entrance (includes photography and all pre and post coverage material for media placement opportunities)

Festival On-site Exposure

- ✓ Company logo at entrance poster displayed at festival
- ✓ Complimentary Double Exhibit Space
- ✓ 15 general admission tickets to Festival
- ✓ All booths come with Social Media Announcements, logo on website with link to your webpage, and announcements made by MC at festival

Paid Media & Advertising (\$10,000) value

- ✓ Dedicated Email Blast before and after event to 15,000 subscribers
- ✓ Prominent Logo on Full Print Ad to run in Media Sponsor Publication (TBA)
- ✓ Included in all Facebook advertising (\$1,500 package)



Premium Sponsorship Packages

Gold Sponsor \$8,500.00 Partner Level

Print Exposure

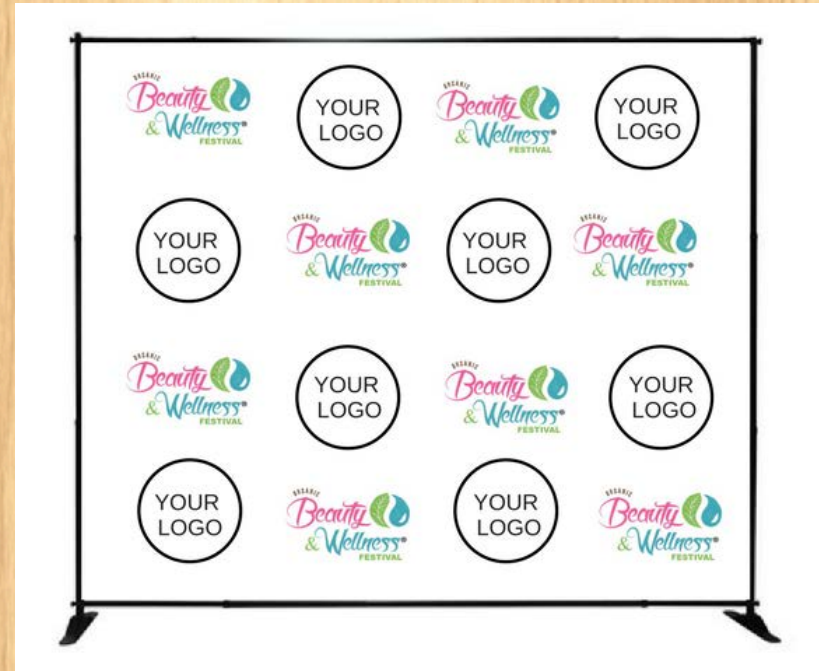
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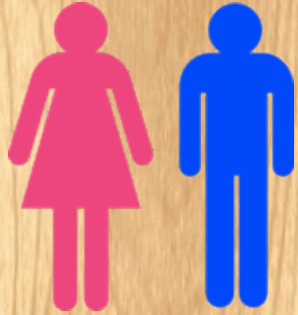
Who Exhibits?

- Men and Women who use chemical-free products in their households
- Kids and teens of all ages
- Eco-conscious consumers who want to make smarter buying decisions when it comes to food, beauty and health products
- Health and Wellness Enthusiasts
- Holistic Providers and Natural Medicine Providers
- Acupuncturists and Chiropractors
- Massage Therapists
- Yoga and Fitness trainers
- Aestheticians and Dermatologists
- Plastic and Cosmetic Surgery Centers aligned with natural skin treatments
- Vegan and Organic Food Consumers
- Nutritionists
- Non-GMO Food companies
- Business Owners, Marketers, Managers
- Farm to table restaurants
- Vegan, Organic, Natural and Raw food producers

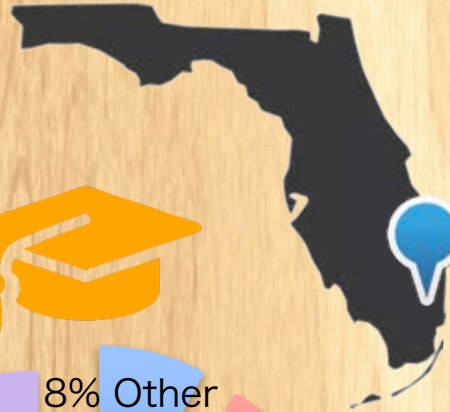
Who Attends?

- Local and National Health and Beauty companies
- Cosmetic and Beauty Companies whose products comprise of mostly organic ingredients
- Cosmetic and Beauty Accessories
- Raw, Vegan and Organic Food and Beverage Companies
- Health and Wellness Providers
- Skincare and Dermatological Centers
- Massage, Acupuncture and Chiropractic Practices
- Yoga, Gymnasium and Fitness Facilities
- Salons & Spas
- Retail & Apparel companies
- Green Venues & Companies promoting Sustainability
- Local and National Health and Beauty companies
- Cosmetic and Beauty Companies whose products comprise of natural, organic and raw ingredients

Attendee Demographics



75% female
25% male

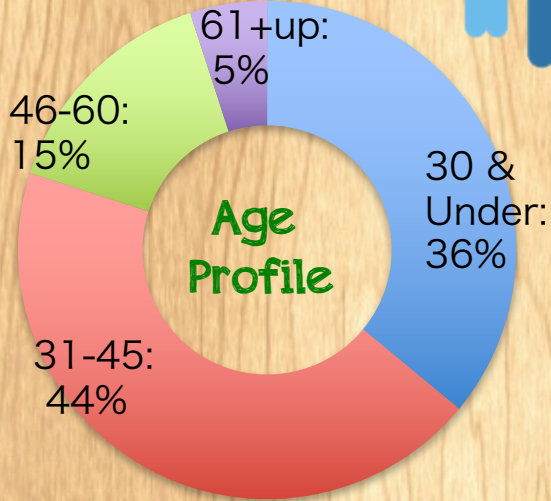


Miami Metropolitan area including Miami, Fort Lauderdale & West Palm Beach

Population: 5,929,819

(largest population in Florida)

8th largest population in the country



Age Profile

33% Masters or higher

8% Other

14% Associates

45% Bachelors or higher



Average amount spent at festival
\$34.91



Average time spent at festival
4.6 hours



Average household
2.7 people



Average household income
\$90-120k annually

CONTACT INFORMATION



Allison Seriani
Marketing Team Member
aseriani@peworldwide.com

Media Relations
thescoop@obwfestival.com

