



EARTHWELL...where the worlds of green sustainability & eco friendly ideals mix beautifully with a health & wellness way of life.

**To discuss your opportunity as a sponsor, partner or shopkeeper at the 2012 EarthWell Festival
call: 877.500.6575 • email: info@EarthWellFestival.org**



"Are you a leader in the fields of green or wellness? Align yourself with the most unique festival of its kind promoting sustainable and healthy ways of life. At EarthWell, you will be meeting face-to-face with attendees who all want to know about the latest in green and wellness products and services."

WHO IS EARTHWELL AND WHAT DO WE DO?

EarthWell is an organization dedicated to supporting businesses involved in green, sustainable living and/or health and wellness, committed to helping them succeed in their everyday business endeavors by way of consulting, discounted services and products, as well as providing marketing support.

EarthWell also produces a variety of outreach programs such as seminars, workshops, speaker series, retreats and school programs, all designed to build awareness of the healthy choices we have in our lives and how they can be easy to implement.

We take great pride in the annual production of the EarthWell Festival, a two-day outdoor event that brings together the best of health and wellness with green, sustainable practices in a fun, educational, music-filled extravaganza.

WHAT IS THE EARTHWELL FESTIVAL?

The EarthWell Festival is classy, whimsical, thought-provoking, fun and a wee bit funky....one person described it this way: "Imagine taking a Renaissance Faire, blending it with a Green Expo, then sprinkling a bit of Burning Man on top for flavor." Now, place that on a beautiful lake and power it with solar and wind, you get the picture.

For two days in August a one-of-a-kind village combining the best of health/wellness and green/sustainability springs into existence on the grassy fields overlooking the lake at Jordanelle State Park. This village has streets filled with an eclectic mix of shops, a "Please Station," parks, restaurants, a clinic, and even a school. You'll find white canopies, hundreds of village "shopkeepers" and "locals," festive flags and banners blowing in the breeze, wandering minstrels, organic, healthy foods, bio-dynamic wines and beer, solar-powered stages with great music, creative art sculptures, activities for the kids, dozens of classes for the adults, great speakers, recreational activities such as sailing and paddle boarding, and more.

The festival also has a serious side. This is where new ideas are born and showcased. The issues of the day are tackled by educated speakers during stimulating classes and presentations, the latest green products are available for review, and wonderful discoveries into themselves are made by those who attend.

EarthWell. It's all about our Earth, it's all about Wellness, it's all about you.



"I loved your esthetic standards, one of which was the uniform white canopies, and I appreciate the quality of fellow vendors you chose. Thank you very much for creating a good experience for me with all you did!"

WHAT IS NEW FOR 2012?

If you have been a participant or attendee at earlier EarthWell Festivals you may be aware of how diligently we had been looking for a new home for the festival; an area more in keeping with the healthy, green ideals of the event.

We are pleased to announce that in 2012 the EarthWell Festival will be sited in a wonderful new location on the grass, lakeside at Jordanelle State Park. Just 28 minutes from Salt Lake City, Jordanelle is a wonderful move for the festival and places us in a venue shared by other great events such as the Outdoor Retailer Expo, SUP CUP (stand-up paddling boarding championship), Fire on the Water and several triathlons as well as other outdoor events.

This venue also allows us to add new features such as sailing, paddle boarding and kayaking demos as well as games and activities on the grass and sand, all of which support the green and healthy theme of the event. Another added bonus to the location are the thousands of day use visitors to the park, many of whom we expect will naturally elect to participate in the festival.

And, due in part to the weather issues in 2011 as well as the amount of competition from other events over the weekend after Labor Day (our original dates), in 2012 we are changing the dates to August 25th & 26th, the weekend before Labor Day.

- Great new location with grass, beach and lake
- New activities to attract families and new groups
- New dates with fewer storms and far less competition from other events
- An onsite audience of several thousand people to draw more attendees

At EarthWell, we are ready for a great new festival in 2012,
and we hope you will join us.



"The festival was fantastic and invaluable in helping to spread the word about our work. We had hundreds of people stop by the booth (many came by multiple times to ask additional questions). Our foot traffic was steady throughout, including before and after festival hours with vendor visits."

WHY SHOULD YOUR BUSINESS BE A PART OF THE EARTHWELL FESTIVAL?

If your perfect customer is interested in, or actively supports, healthy living and/or sustainability as a way of life, chances are they will be at EarthWell and so should you. By participating in this growing event you align yourself with the ideals and lifestyle your consumer base believes in. Being at the festival allows you to gain valuable exposure to a highly targeted audience in a manner unavailable to you with any other medium or advertising method.

Because the festival is designed to be a destination event rather than an expo, people stay longer. This means you gain more face time with new customers, people come back around and ask more questions, and you have the opportunity to interact more and begin to build those relationships that translate into long-term business in the following weeks and months.

- Your ideal customers will be at the Festival
- You clearly align your business with the healthy living ideals of your consumer base
- You receive face time with prospective customers in a manner not available elsewhere
- You receive a complimentary one-year EarthWell membership*

**By participating in the Festival, you will receive a one-year membership in EarthWell which provides you with a variety of services and benefits worth hundreds if not thousands of dollars including a complimentary online listing in the EarthWell directory, discounts on website work, business consulting, and a range of other discounted products and services.*

WHO ARE THE SHOPKEEPERS?

Our shopkeepers represent a wide mix of businesses both locally based and from around the western states.

Here you will find it all: from a sole practitioner of alternative medicine to a top-rated architectural firm building LEED office buildings, along with a nutritional clinic rubbing elbows with an auto dealer showcasing their latest electric cars. From the top nutritional supplement maker in the nation to the local solar panel dealer, they all come together at EarthWell.



“EarthWell will be viewed as a “must attend” event, and as years go by, will be increasingly successful for you and any of us who participate.”

WHO ARE THE FESTIVAL ATTENDEES?

Interestingly, or perhaps not surprisingly, there is what we call a “synergistic crossover” between the green and the wellness camps. This represents a wonderful opportunity for a business that is in either faction to reach out and meet the consumers in the other camp.

The visitors at the EarthWell Festival are typically oriented towards healthy living and, from green products to nutrition, make healthy choices for themselves, their families and for the planet. If you can help them make those choices, you should be a part of the festival. It is just that simple.

AGE	% of Total	% Female	% Male
Under 20	3	67	33
21 – 30	18	85	15
31 – 45	28	76	24
46 – 60	39	73	27
60+	12	59	41
Overall %		73	27

Main Interest	% of Total
Green / Sustainability	12
Health / Wellness	20
Both	68

Origination	% of Total
Wasatch Front	62
Park City & Snyderville Basin	30
Out Of State: TN, OK, WI, ID, AZ, NM, CA	6
Wasatch Back: Heber, Kamas, Oakley, etc.	2

TELL ME MORE

The festival attendees are very open to new ideas. They welcome new products and services and they are curious and interact easily. Ever been to a trade show where the attendees cruise the aisles as quickly as they can and avoid eye contact? Not here. We designed the festival to slow people down, allow them to relax, to have some fun, to engage....and it worked. The average amount of time attendees spent at the festival...four hours.



"Loved the concept of the event. the energy. the exhibitors. the visitors. Overall - I just wish I could have left my booth more to explore & enjoy all the great exhibits!"

TAI CHI CLASSES
COOK-OFF
WEIGHT LOSS
COMPETITION
REIKI MASTERS
GREEN SERVICES
ECOFRIENDLY PRODUCTS
LIFE COACHES
HOLISTIC
HEALERS
NUTRITIONISTS
SOLAR GOLF CART
SELF DEFENSE
CLASSES
HUMAN POWERED
RIDES
SUSTAINABILITY
EXPERTS
STIMULATING
SPEAKERS
NUTRITIONISTS
SOLAR GOLF CART
SELF DEFENSE
CLASSES

WAYS YOUR BUSINESS CAN PARTICIPATE IN THE EARTHWELL FESTIVAL

SPONSORSHIP

As a Sponsor you have your name associated with the part of the festival that best represents you: classrooms, stage, awards program, alternative energy vehicles; you name it, we can help it be yours. And if you like the idea of sponsoring a larger part of the festival, we have a few of those spots left as well.

PARTNER

Our Partner program is ideal for those who wish to help, and perhaps participate, but would prefer to do so without cash out of pocket. We are open to discussing in-kind trades, volunteers and marketing partnerships. For non-profit organizations, our Marketing Partnership program is especially appealing and allows you to earn cash back to your organization, just for helping out our organization.

Our programs are easy to implement and we can customize for just about any need or desire. Just ask.

SHOPKEEPER

By far our most popular way to participate, being a shopkeeper means you are in the midst of it all, face-to-face with your clients, enjoying the festival firsthand. We have a variety of pricing structures available and will work with you to get you the best fit, no matter what.