



**Date:** Sunday, January 21, 2024

**Where:** Hotel Clio | 150 Clayton, Denver, CO 80206

**VIP Expo Time:** 9:30am-10:00am | VIP Early Perks Pass

**General Admission Time:** 10:00am-3:00pm

## **CURATING CALM** **A Boutique EXPO Experience**

### **EXPO DETAILS**

#### **Official EVENT Partners**

Cherry Creek Wellness Collective  
Cherry Creek Chamber of Commerce  
**NEW PARTNER** | Cherry Creek North

#### **Event Location Partner**

Hotel Clio | The Luxury Collection Hotel

#### **External Advertising Resources**

Cherry Creek Chamber of Commerce  
Cherry Creek North | Hotel Clio  
Business Den | Cherry Creek Magazine  
Local Event Calendars | Online Sources  
Collective Advertising through Expo Sponsors  
and Partners

This boutique curated event offers a variety of opportunities for some of the biggest wellness brands to come together for **ONE Day**, in **ONE Place**, with **ONE Vision**; to introduce our community to some of the most cutting-edge, alternative, and inspiring wellness services available in today's marketplace.

### **SWAG BAGS**

**VIP Gift Bags** with 'tangible swag' and a discount/offer will be provided for those Brand Expo Partners that want to participate. VIP's will be purchased in advance, so a count will be given. Please note that a 'high-end' tangible product must be provided, along with 'optional' discount/offer.

**Complimentary Gift Bags** with minimal swag and/or discount/offer will be given to the first 50 day-off attendees from all participating Brand Expo Partners.

### **Platinum Sponsor \$1,800 | 1 Key Spot**

- The ultimate advertising placement as a platinum event sponsor on all outreach (will reach databases of 20-30 different companies)
- Top logo placement on Cherry Creek Chamber, Cherry Creek North and Cherry Creek Wellness Collective website with a link to sponsor's website
- Premier logo placement on poster boards at the event
- Your company promotional materials and/or product included in the complimentary swag bags for the first 50-day of attendees (May want to consider the VIP Swag Bag option as well)
- Social Media mention on Facebook & Twitter
- List of attendees provided within 14 days of event completion

## Premier Sponsor \$1,300.00 | 2 Spots

### Our Commitment:

- Premier location expo table with tablecloth; includes 2 chairs
- Premier logo placement as event sponsor on all advertising (will reach databases of 20-30 different companies)
- Premier logo placement on Cherry Creek Chamber, Cherry Creek North and Cherry Creek Wellness Collective website with a link to sponsor's website
- Premier logo placement on poster boards at the event
- Your company promotional materials and/or product included in the complimentary swag bags for the first 50-day of attendees (May want to consider the VIP Swag Bag option as well)
- Social Media mention on Facebook & Twitter
- List of attendees provided within 14 days of event completion

### Your Commitment:

- As a community event it is vital to our success that collectively we commit to the below interactive advertising campaign. The following campaign is to be completed on the below dates (or within 24 hours allowing you to maintain your natural flow of communication). By agreeing to participate in the Cherry Creek Wellness Collective you agree to advertise the event on the below dates:
  - 1) **'Save the Date'** promotion to your existing client/guest database *via an e-blast **and/or** your social media platforms* on **December 27<sup>th</sup>, January 3<sup>th</sup> and 10<sup>th</sup>**.
  - 2) **'Stop by our Booth'** promotion on **January 16<sup>th</sup>** *via an e-blast **and/or** your social media platforms*
  - 3) **'See you Sunday'** on **January 18<sup>th</sup>** *via an e-blast **and/or** your social media platforms*
  - 4) **'See you Tomorrow'** – it's not too late to register, see you soon (use code CCWC for a \$10.00 credit), to be posted prior to 2pm that day *via your social media platforms*
  - 5) **'Same Day Shout Out'** – A photo from your booth or class asking people to come on down for a conversation, workout class or one jump into one of our new micro-masterclasses. See you soon!

**Please note** that the graphics for the eblast and social media platforms will be provided in advance. ALSO, because this is a collective ad campaign it is crucial that each vendor honor the above ad dates. Failure to do so could impact your ability to return as a Brand Partner in the future. *Please contact [andi@ccwellnesscollective.com](mailto:andi@ccwellnesscollective.com) if you are unable to support the collective campaign dates or platforms.*

## Prime Sponsor \$900.00 | 3 Spots

### Our Commitment:

- Prime location expo table with tablecloth; includes 2 chairs
- Prime logo placement as event sponsor on all advertising (will reach databases of 20-30 different companies)
- Prime logo placement on Cherry Creek Chamber, Cherry Creek North and Cherry Creek Wellness Collective website with a link to sponsor's website
- Prime logo placement on poster boards at the event
- Social Media mention on Facebook & Twitter
- Your company promotional materials and/or product included in the complimentary swag bags for the first 50-day of attendees (May want to consider the VIP Swag Bag option as well)
- List of attendees provided within 14 days of event completion

## Your Commitment:

- As a community event it is vital to our success that collectively we commit to the below interactive advertising campaign. The following campaign is to be completed on the below dates (or within 24 hours allowing you to maintain your natural flow of communication). By agreeing to participate in the Cherry Creek Wellness Collective you agree to advertise the event on the below dates:

- 1) **'Save the Date'** promotion to your existing client/guest database *via an e-blast and/or your social media platforms* on **December 27<sup>th</sup>, January 3<sup>th</sup> and 10<sup>th</sup>**
- 2) **'Stop by our Booth'** promotion on **January 16<sup>th</sup>** *via an e-blast and/or your social media platforms*
- 3) **'See you Sunday'** on **January 18<sup>th</sup>** *via an e-blast and/or your social media platforms*
- 4) **'See you Tomorrow'** – it's not too late to register, see you soon (use code CCWC for a \$10.00 credit), to be posted prior to 2pm that day *via your social media platforms*
- 5) **'Same Day Shout Out'** – A photo from your booth or class asking people to come on down for a conversation, workout class or one jump into one of our new micro-masterclasses. See you soon!

**Please note** that the graphics for the eblast and social media platforms will be provided in advance. ALSO, because this is a collective ad campaign it is crucial that each vendor honor the above ad dates. Failure to do so could impact your ability to return as a Brand Partner in the future. *Please contact [andi@ccwellnesscollective.com](mailto:andi@ccwellnesscollective.com) if you are unable to support the collective campaign dates or platforms.*

## Brand Partner | EXPO | 19 Spots

**\$275.00 Cherry Creek North BID | \$325.00 Cherry Creek Chamber | \$375.00 Supporter of Cherry Creek**

## Our Commitment:

- Expo table at the event; includes tablecloth and 2 chairs
- Exposure to the following databases: Cherry Creek Chamber, Cherry Creek North, paid/non-paid print, social and e-blast advertising resources, plus 20–30 participating sponsors and partner resources
- Exposure to Cherry Creek locals and businesses
- Your company promotional materials and/or product included in the complimentary swag bags for the first 50-day of attendees (May want to consider the VIP Swag Bag option as well)
- List of attendees provided within 14 days of event completion

## Your Commitment:

- As a community event it is vital to our success that collectively we commit to the below interactive advertising campaign. The following campaign is to be completed on the below dates (or within 24 hours allowing you to maintain your natural flow of communication). By agreeing to participate in the Cherry Creek Wellness Collective you agree to advertise the event on the below dates:

- 1) **'Save the Date'** promotion to your existing client/guest database *via an e-blast and/or your social media platforms* on **December 27<sup>th</sup>, January 3<sup>th</sup> and 10<sup>th</sup>**
- 2) **'Stop by our Booth'** promotion on **January 16<sup>th</sup>** *via an e-blast and/or your social media platforms*
- 3) **'See you Sunday'** on **January 18<sup>th</sup>** *via an e-blast and/or your social media platforms*

- 4) **'See you Tomorrow'** – it's not too late to register, see you soon (use code CCWC for a \$10.00 credit), to be posted prior to 2pm that day *via your social media platforms*
- 5) **'Same Day Shout Out'** – A photo from your booth or class asking people to come on down for a conversation, workout class or one jump into one of our new micro-masterclasses. See you soon!

**Please note** that the graphics for the eblast and social media platforms will be provided in advance. ALSO, because this is a collective ad campaign it is crucial that each vendor honor the above ad dates. Failure to do so could impact your ability to return as a Brand Partner in the future. *Please contact [andi@ccwellnesscollective.com](mailto:andi@ccwellnesscollective.com) if you are unable to support the collective campaign dates or platforms.*

I believe that covers it all. Please reach out if you have any questions.

Andi Sigler  
Founder  
Cherry Creek Wellness Collective  
[www.cherycreekwellnesscollective.com](http://www.cherycreekwellnesscollective.com)  
303.217.3909 | Cell

**Return Applications** to [Andi@ccwellnesscollective.com](mailto:Andi@ccwellnesscollective.com)

### **Selection Process:**

#### **Tier ONE**

**Round 1** for Cherry Creek North Health, Wellness and Beauty Brands

**Round 2** for Cherry Creek Chamber Health, Wellness and Beauty Brands.

**Round 3** for Cherry Creek Supporters Health, Wellness and Beauty Brands

#### **Tier TWO**

Maximum of 2 like-minded businesses, i.e. chiropractors, estheticians, massage, etc.

### **Timelines due to demand of EXPO tables:**

Application to be received by December 11, 2023

Notification of Acceptance by December 14, 2023

Payment Due by December 18, 2023



**Date:** Sunday, January 21, 2024

**Where:** Hotel Clio | 150 Clayton, Denver, CO 80206

**Event Time:** 9:30-10:00 VIP Early Perks Pass | 10:00am-3:00pm Doors Open

To apply for the Cherry Creek Wellness Collective EXPO Experience **please submit the below application by Dec. 11, 2023:**

Name of Company: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Contact Email: \_\_\_\_\_

Company Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Contact Email: \_\_\_\_\_

\_\_\_\_\_ I am a Cherry Creek North member (confirmed by address)

\_\_\_\_\_ I am a Cherry Creek Chamber of Commerce member (in good standing)

\_\_\_\_\_ I am a Cherry Creek Supporter (always grateful)

**NOTE:** There are a limited number of Sponsorships and Expo Brand Partnerships available. It is advised to apply as soon as possible. Once received we will notify you of your status by Dec. 14, 2023.

**NOTE:** You can apply to lead an InfoActive workout class or a Micro-Masterclass WITHOUT an EXPO Table. Obviously, that is a great combo for guest interaction pre or post the class.

**PLEASE SELECT your preferences BELOW:**

**Platinum Sponsor:** \_\_\_\_\_ (\$1,800.00)

**Premier Sponsor:** \_\_\_\_\_ (\$1,300.00)

**Prime Sponsor:** \_\_\_\_\_ (\$900.00)

**Expo Partner:** \_\_\_\_\_ (\_\_\_\_\_ \$275.00 BID, \_\_\_\_\_ \$325.00 CC Chamber, \_\_\_\_\_ \$375.00 Supporter)

**VIP Swag Bag** | YES, Count Me In! \_\_\_\_\_ Cost: You determine that based on your swag but remember 'First Impressions matter'!

I'm interested in leading an **InfoActive Workout Class** \_\_\_\_\_ I'm interested in leading a **Micro-Masterclass** \_\_\_\_\_

I accept and understand the power of 'collective' advertising and agree to the terms of the above advertising commitment required to participate in the Cherry Creek Wellness Collective 2024 EXPO Experience and payment requirements upon approval notification.

\_\_\_\_\_  
**Sponsor/Partner Authorized Signature Date**

**NOTE:** Application must be received prior to end of day December 11, 2023. Notification of acceptance by December 14, 2023. Payment must be received by end of day Dec. 18, 2023, due to boutique nature and demand.

Please Return Application to [Andi@ccwellnesscollective.com](mailto:Andi@ccwellnesscollective.com)