



Join us for our second annual **Beauty + Health + Wellness EXPO and Fitness Experience** on October 12, 2025, at the Cherry Creek Shopping Center Grand Court.

You and your brand are invited to join us as we showcase the latest in **Beauty + Health + Wellness (BHW)** products, offers, and trends from industry leaders like you. **Space is limited, so apply as soon as possible.**

With that said, you'll find a brief overview of this event and the opportunities available to you below. We do hope you can join us as we bring a very new '**level of exposure**' to your brand via

- 1) The pre-event 'extensive reach' the Cherry Creek Shopping Center (CCSC) will provide through their onsite **print marketing, video/digital, and social commitments**. I've included the CCSC 'reach' recap for your review. Super impressive!
- 2) The Cherry Creek Wellness Collective (CCWC) social platforms we partner with, local calendars, and general advertising commitments.
- 3) The collective advertising commitments made by our Sponsor/Brand Partners to cross-promote the event via their newsletters and social media resources.

At-A-Glance:

EVENT DETAILS:

DATE | Sunday, October 12, 2025

FITNESS CLASSES | 9:30 am, 10:15 am, 11:00 am

EXPO HOURS | 10:00 am-2:00 pm

LOCATION | Cherry Creek Shopping Center | 3000 E 1st Ave, Denver, CO 80206 | Grand Court

EVENT AVAILABILITY:

Presenting Sponsor: **UCHEALTH**

Brand Sponsors | **In Partnership** | **3 Sponsorships AVAILABLE** | **See Details Below**

Brand Partner | **25 EXPO Tables AVAILABLE** | **See Details Below**

Brand Fitness Partners | **3 FITNESS Classes AVAILABLE** | **See Details Below**

EXPO DETAILS:

This curated boutique event offers a variety of opportunities for some of the biggest local and national Beauty + Health + Wellness (BHW) 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 services available in today's marketplace.

Expected Attendance | 650-850 attendees (The 2024 EXPO had 550 advance sign-ups)

Attendee Cost | Complimentary

Advertising Blitz: Please note that our Ad Blitz will officially start **Sept. 12, 2025**, for the Cherry Creek Shopping Center and Cherry Creek Wellness Collective.

Advertising Boost | Maximize your complimentary advertising by registering your brand sooner rather than later, as CCWC and CCSC continue to update the website and our e-blast notifications of new partners.

Swag Bags | Please plan on providing 150 'memorable' swag gifts or discounted/promotional materials to our first 150 'pre-registered' EXPO attendees to arrive that day. Of course, we encourage you to also have additional materials at your table to hand out to the remaining attendees.

Give-Away Drawings | Please provide ONE **'WOW'** gift/certificate for the on-site, must-be-present drawings at 10:30 am, 11:30 am, 12:30 pm, and 1:30 pm. The 1:30 drawing will be the 'ultimate' giveaway timeline..

Swag + Drawings | The 10:00 am Swag bags are designed to get people to arrive early (last year we had a line down the hall waiting to get in before we opened), and the 1:30 pm 'ultimate' drawing will keep another group there until closing.

Post-Attendee Master List | Sponsors and Brand Partners will receive an attendee email list within 14 days after the event.

PRICING AND COMMITMENT:

3 'In Partnership' Sponsorships | \$1,500.00 | Approval Required

Our 3 exclusive 'In Partnership' will receive the following:

- Cherry Creek Shopping Center 30-Day Assets
 - Logo Placement Second Tier (First tier is UCHealth) of the **BHW EXPO and Fitness** on **ALL** Cherry Creek Shopping Center **print, digital, and various social platforms**.
 - One (1) Sky Banner in the Grand Court area
 - Two (2) Tri-Panel Backlit Signs in the Grand Court area
 - Twenty-Two (22) Entrance Door Clings
 - Twelve (12) Digital Ad Panels
 - Two (2) Event signs onsite during EXPO and Fitness Classes
 - Social Media/Newsletter Reach:
 - Instagram 13.9K
 - Facebook 39K
 - Newsletter 48K

- PLEASE SEE ATTACHED DOC FOR SAMPLE LOGO PLACEMENT
- CHERRY CREEK SHOPPING CENTER | **30-Day AD BLITZ Goes Into Effect on SEPT 12, 2025**, for all Print, Digital, and Social Media Promotions. LOGO REQUIRED BY SEPT 8, 2025.
- Cherry Creek Wellness Collective Assets
 - Logo Placement **Primary** Tier on **ALL CCWC website, print, and various social platforms**
 - All logos are clickable to the sponsor's website
 - 2 featured 'brand' e-blasts (25K reach) introducing the 'In Partnership' sponsors exclusively to our audience with a direct link to each site (1 pre-event 'stop-by' and 1 post-event 'promo')
- A prime location for your EXPO table
- One 6ft table, tablecloth, and 2 chairs provided

Brand Partner | EXPO | 25 Tables | Approval Required

EXPO Table | \$350.00 | 10:00 am - 2:00pm

- General placement of the BHW EXPO & Fitness logo on the Cherry Creek Wellness Collective website and various social platforms. Where applicable, a link to the brand website will be displayed.
- Pre-Event newsletter and social media brand announcements.
- Post-Event promotion via the CCWC newsletters (25K reach). Submit one ad blast within 60 days of Oct. 12, 2025. Newsletters go out bi-weekly, and we can plan accordingly.
- A general location of your EXPO table
- One 6ft table, tablecloth, and 2 chairs provided

Brand Fitness Partner | 3 Fitness Classes | Approval Required

Brand Fitness Class | \$100.00 if an EXPO table is purchased as well | \$200.00 if NO EXPO Table

- Classes at 9:30 am, 10:15 am, 11:00 am
- Offered on the Rooftop Deck overlooking the Mountains (back-up space is the Grand Court near the EXPO Area)
- Cherry Creek Shopping Center e-blast and various social media introductions to promote the classes.
- CCWC Pre-Event Newsletter (25K reach) and Social Media Brand Announcements.
- Fitness Tier of the BHW EXPO & Fitness logo placement on the Cherry Creek Wellness Collective website and various social platforms. Where applicable, a link to the brand website
- 1 CCWC Pre-Event exclusive featured 'brand' e-blast introducing all three of the fitness classes exclusively to our audience with a link to each brand, encouraging advance sign-up
- A 6 ft. table and 2 chairs provided for pre- and post-class conversation and promotional materials if needed

GENERAL NOTES FOR ALL:

-A gentle reminder that the sooner you register, the more you get out of the various ad campaigns
 -When registering as a sponsor or partner, **you are committing to a collective ad campaign** via YOUR brand's social media outlets and e-newsletter when applicable. An advertising/announcement timeline will follow.

- 2 Brands per industry (i.e., 2 Chiropractors, 2 Med Spas, etc.) Register Soon
- All Food & Beverage Sponsors or Partners can provide samples to attendees
- Retail sales ARE NOT allowed
- CCSC will offer complimentary parking for 2 cars per table.
- A 6ft table, tablecloth, and 2 chairs are provided
- Electric is provided in minimal locations; advance notice of needs required
- Additional space for a massage table, etc., requires advance notice. Space is limited.

I do hope you can join us for this boutique experience. Since space is limited, please complete the online application as soon as possible.

As usual, please don't hesitate to contact me with any questions. Thrilled to see you or officially meet you in October!

Andi Sigler

Founder

Cherry Creek Wellness Collective

www.cherrycreekwellnesscollective.com

303.217.3909 | Cell

