



Rise & Align

MEAD BOTANICAL GARDEN

YOGA | PILATES

EXECUTIVE SUMMARY

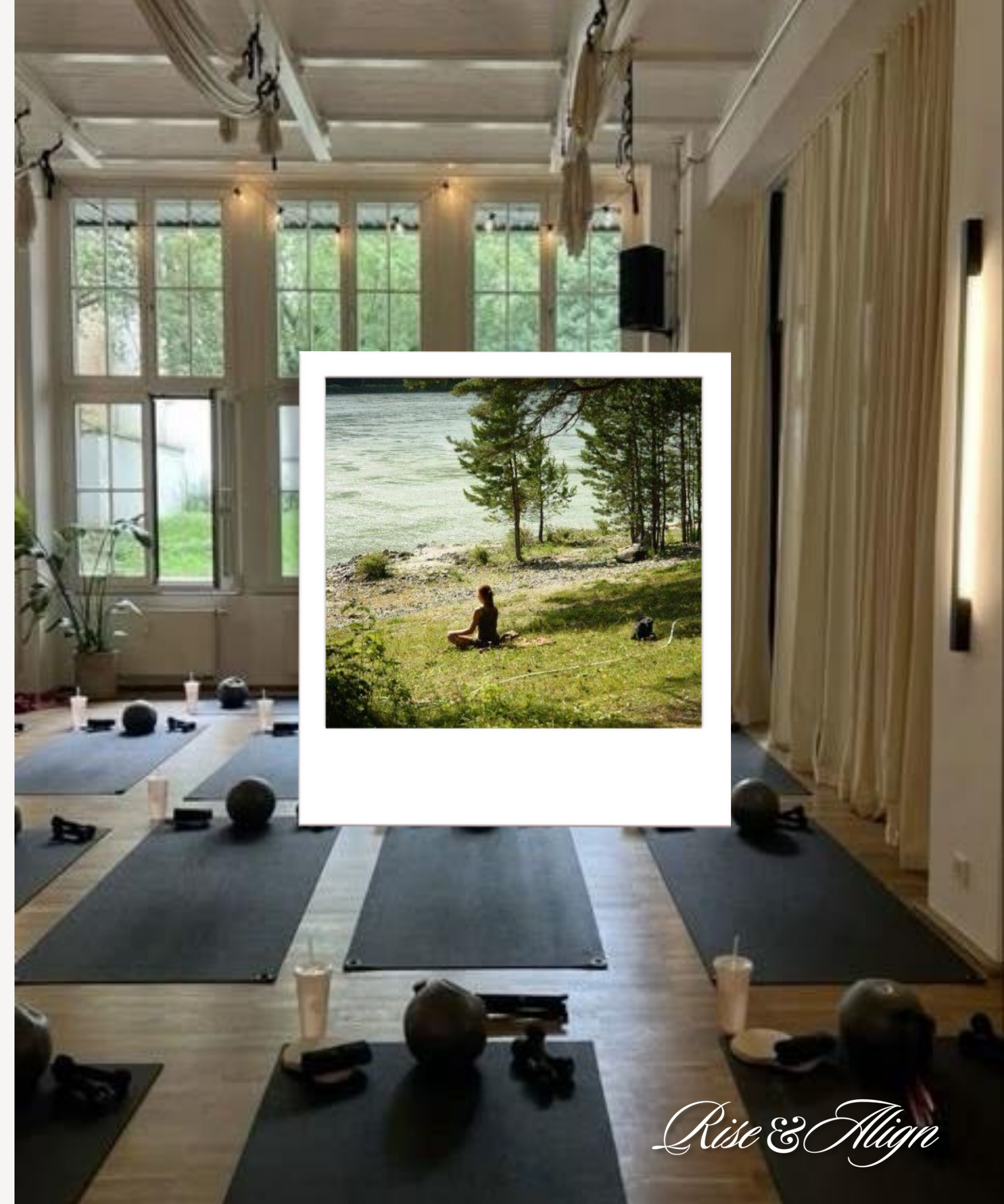
A serene yoga and Pilates series named Rise & Align is launching at the Mead Botanical Garden. The objective is to conduct 24 events annually, aiming for at least 100 participants per session. We plan to boost attendance by 10% each quarter. Our marketing strategy will include social media outreach, partnerships with local influencers, and collaborations with wellness brands. The estimated marketing budget is \$7,000.



Rise & Align

CORPORATE CONNECTION

Rise & Align promotes holistic wellbeing while aligning with the parent brand's goals of promoting sustainable health and community engagement. Our objective is to capture 20% of the local market for outdoor wellness events by establishing ourselves as a premium yet accessible wellness event provider.



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ENVIRONMENTAL ANALYSIS

Political: No major barriers

Economic: Rising wellness spending

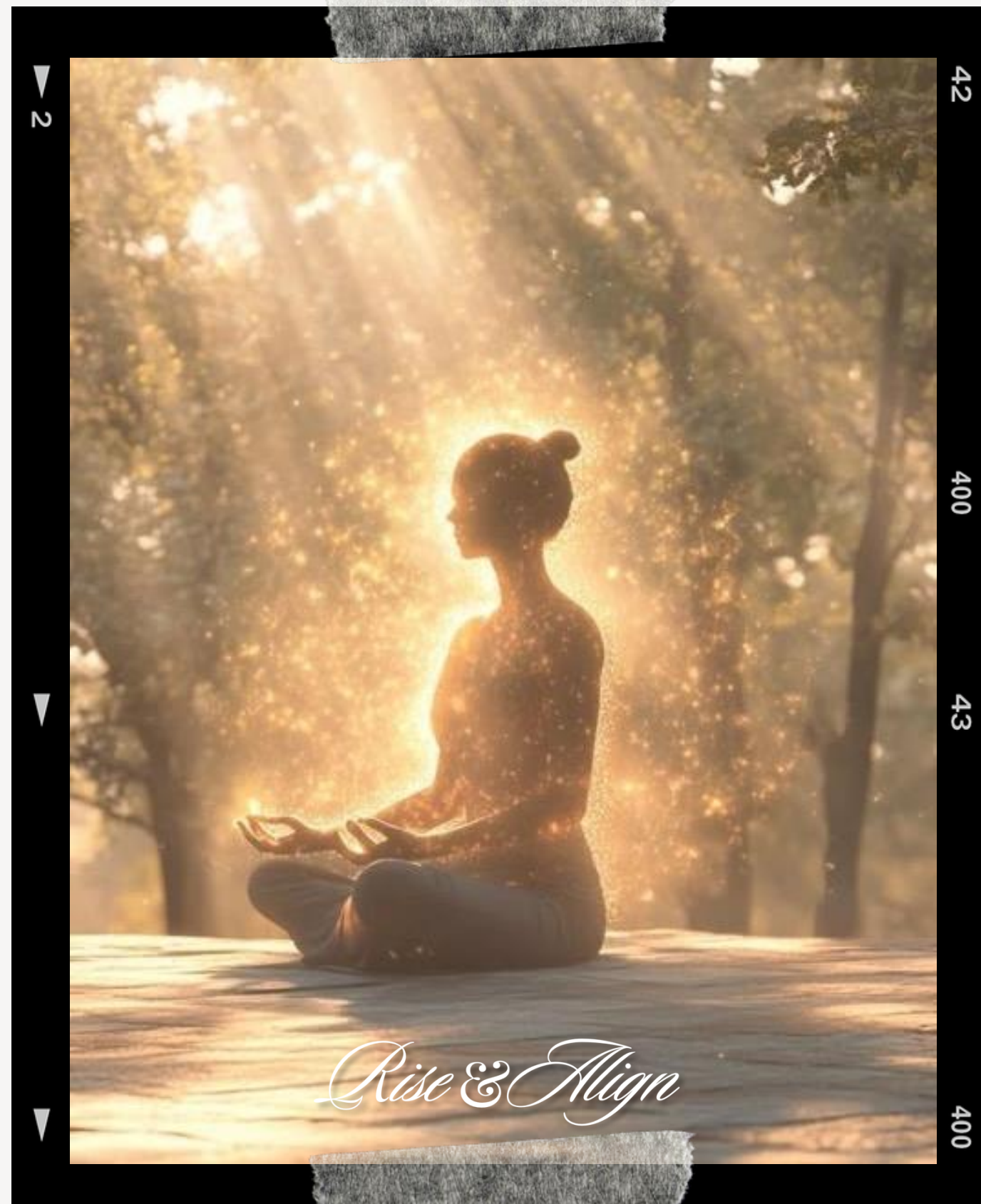
Socio-cultural: Increased interest in mindfulness

Technological: Leveraging social media and booking platforms

Environmental: Outdoor eco-friendly format

Legal: Standard event permits required





SEGMENTATION AND TARGETING

Target Audience: Wellness-conscious women in the Orlando area between the ages of 20 and 45

Psychographics: Balance-seeking, community-focused, and health-conscious

Channels: Facebook, Instagram, TikTok, and regional influencers.

OBJECTIVES & QUOTAS

Host 24 Events in the Next Year

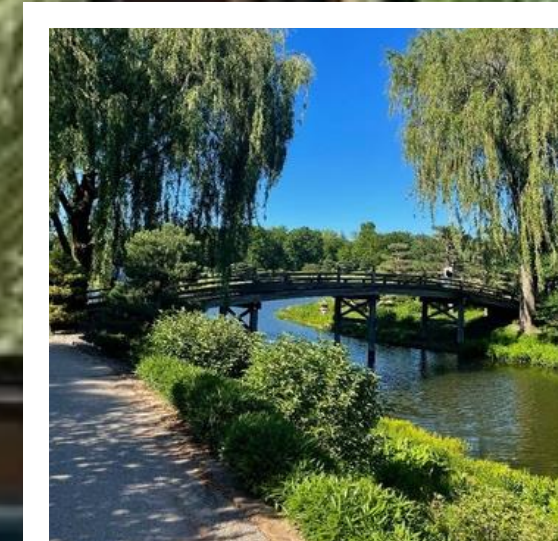
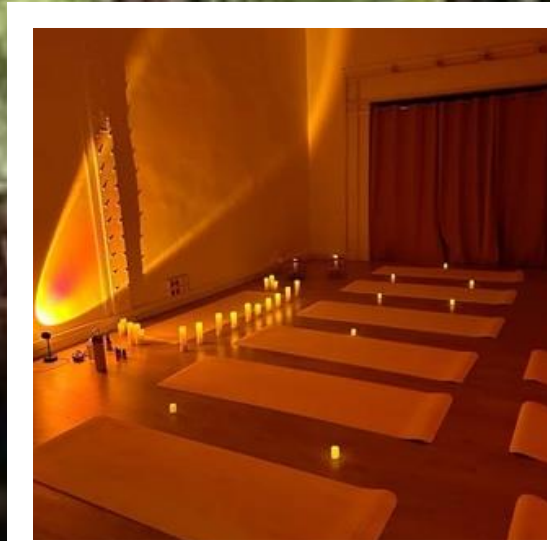
Achieve 2,400 Total Attendees

Reach 5,000 Followers On Social Media Platforms

Secure 5 Key Local Sponsors



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ACTION PLAN: STRATEGIES & TACTICS

Marketing: Social media ads, influencer partnerships, wellness blog features

Sales: Early-bird discounts, group packages

Product: Free yoga mats, local DJs

Distribution: Eventbrite ticketing

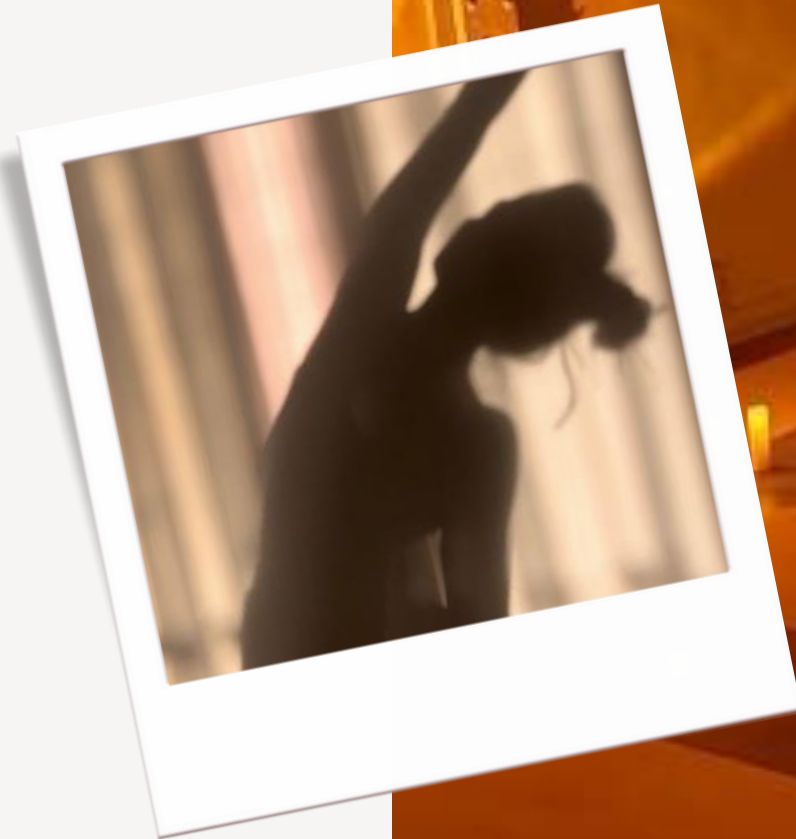
RESOURCES NEEDED

Marketing staff, instructors, social media manager

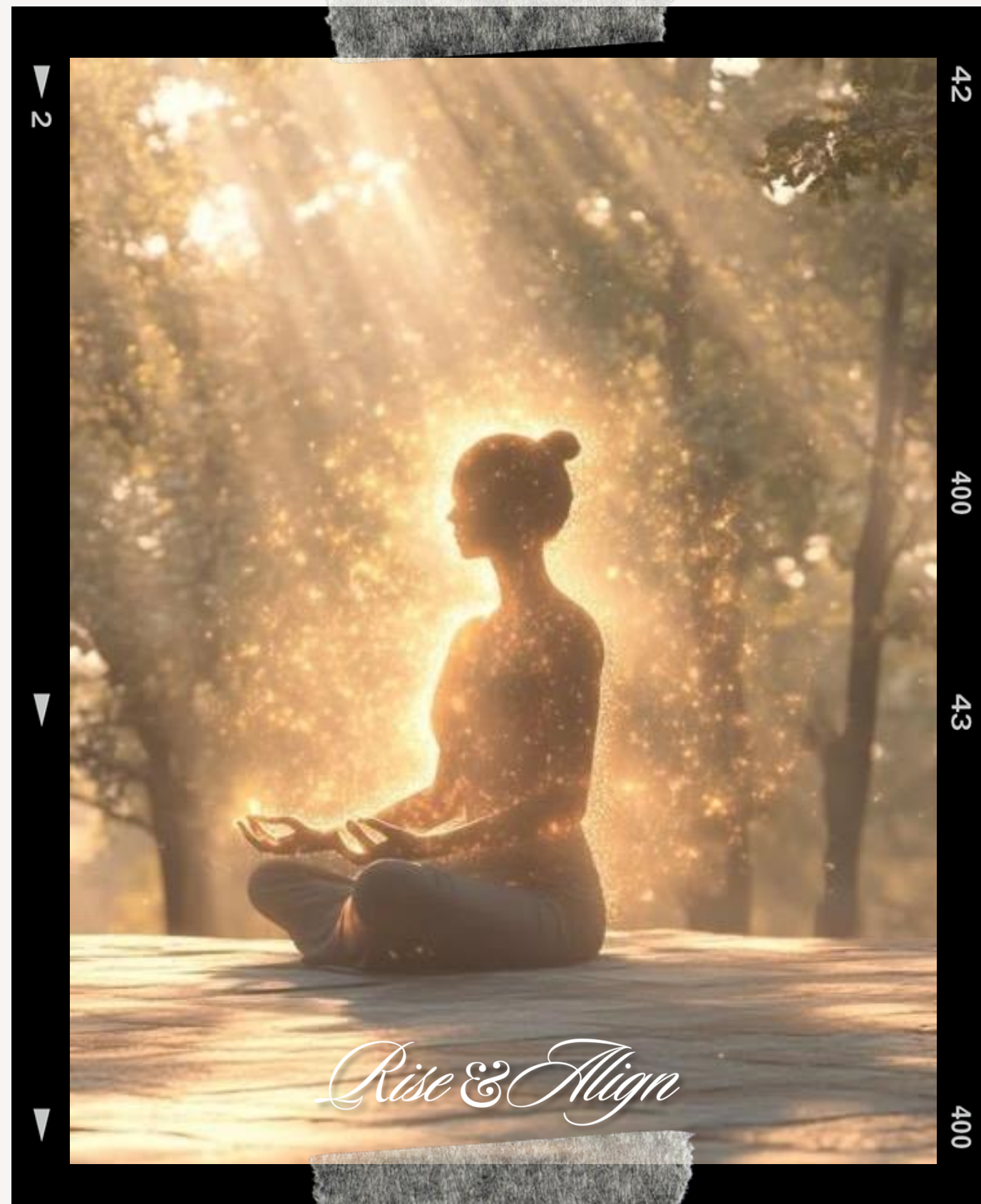
Event equipment: mats, signage, sound system

\$7,000 total budget

Support from local yoga studios



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MARKETING CONTROL

Monitor social interaction analytics, ROI from advertisements, and attendance increases

Quarterly assessments to make any necessary modifications

Surveys after the event

IDEAL CUSTOMER



Women, Ages 25–45,

Living within 25 Miles Oo Winter Park

Active on Instagram

Interested in Outdoor Wellness Events

Urban Professionals

Wellness-seekers

Values Self-care, Nature, and Community



Rise & Align

REMARKABLE DIFFERENCE

What Sets Rise & Align Apart:

Unique sunrise setting

Free premium yoga mats Community

Connection emphasis Eco-conscious focus

