

ViewFest

The Largest
Mental Health Festival
in the World!

A Free Community Event
at The Detroit Zoo

July 12, 2026

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Executive Summary

Event-Based Community Interactions (EBCI), created by Words of Hope 4 Life in 2021, is a groundbreaking public-health model built on one core belief: people heal, grow, and thrive through connection. Instead of relying solely on clinical settings, EBCI brings mental wellness into joyful, accessible community environments where stigma fades, relationships form naturally, and support becomes easier to reach. These experiences strengthen key protective factors that reduce risk, enhance resilience, and promote long-term well-being.

ViewFest is the largest and most visible expression of this model. As the world's biggest mental health and prevention festival, it uses the power of gathering to connect thousands of attendees with hundreds of partner organizations in a setting that feels welcoming, inclusive, and free of barriers. Every interaction—whether through a conversation, tool, activity, or moment of connection—reinforces the message that mental wellness is for everyone and that help is never out of reach.

EBCI also directly advances the social determinants of health by expanding access to care and education, strengthening social support networks, fostering a sense of belonging, and creating safe, stigma-free spaces that are open to all at no cost. By meeting people where they are, the model reduces the obstacles that often prevent individuals and families from seeking guidance, learning new skills, or connecting with resources.

Together, EBCI and ViewFest create a community movement that reshapes how mental wellness is approached—not as a service people must find, but as an experience that comes to them with hope, humanity, and connection. Through this work, communities become stronger, more resilient, and better equipped to help every person grow and Bloom Forward. Through this framework, communities don't just talk about mental health—they live it, share it, and grow forward together.



What is ViewFest

ViewFest is the world's largest mental health festival—a one-day, community-powered celebration of positivity and inclusion. Founded in 2021, it brings together hundreds of partner and sponsor tables (no stage programming) where attendees explore hands-on activities, practical coping strategies, resiliency tools, and direct access to life-saving resources—all in a welcoming, festival-style atmosphere that's impactful, useful, and fun for all ages.

Anchored in the Event-Based Community Interactions (EBCI) model, ViewFest leverages large, joyful gatherings to promote mental wellness, reduce the risk of substance use, and strengthen protective factors across diverse communities.

Every aspect of ViewFest is intentionally designed to address the social determinants of health. By hosting the event in an open, inclusive setting with free access, families of all backgrounds can engage directly with resources that influence health outcomes—social support networks, education, safety, and connectedness. ViewFest eliminates cost barriers, promotes diversity, and strengthens community resilience through joy and shared experience.

This is a day about community—not a fundraising gala. Every dollar raised—including sponsorships—is reinvested to produce the event and keep it accessible, with no sales pressure. **This is a free community event.**

In short, ViewFest isn't just an event—it's a movement reshaping how communities engage with mental health.

What is ViewFest

Addressing the Social Determinants of Health

- Free, universally accessible event—removes cost and stigma barriers
- Connection to care providers and community support networks
- Focus on education, prevention, and empowerment
- Celebration of inclusion, belonging, and social connection

Highlights & Impact

- A casual day offering immersive experiences that blend entertainment, education, and wellness in a positive, community-driven, and inclusive atmosphere.
- Inclusive by design: accessible, welcoming, and stigma-free
- Real-life skills at every table: coping strategies, resiliency tools, and connections to care
- Record-setting results: 2.8-mile Hug Buddy Postcard Project and the largest single-day Narcan training

Why Support Matters Everywhere

Supporting ViewFest is about more than a single day in Michigan—it's about being part of a movement that is reshaping how communities engage with mental health. As the largest mental health festival in the world, ViewFest has gained recognition for its world-record achievements and for creating a model that other communities can learn from. Your sponsorship helps fund innovative, stigma-free prevention efforts that extend beyond the Zoo gates—through community stories, digital sharing, and the ripple effect of lives changed. Whether you are a local business, a national organization, or an individual ally, investing in ViewFest means standing for connection, resilience, and mental wellness that transcends geography.



2021

- Reimagine Mental Health
- World Record event: Longest Line of Postcards

2022

- Make Happiness a Habit
- 1,000+ attendees

2023

- Mental Health Matters
- 1,604 attendees





2024

- Breaking Records, Building Hope
- 1,835 attendees
- World Record event: Largest Number of People Trained on Narcan

2025

- Live in the Moment
- 2,943 attendees



ViewFest 2026



We chose Bloom Forward as the 2026 theme because growth, like flowers, is both personal and shared. Every flower blooms in its own way—some quickly, some slowly, some boldly, some quietly—yet together they create a vibrant garden. In the same way, ViewFest reminds us that each person's mental health journey is unique, but when we gather as a community, our collective growth is even more beautiful and powerful.

Our symbols bring this vision to life:

- **Flowers** represent diversity, individuality, and the courage to grow at your own pace while contributing to a greater whole.
- **Bees** reflect productivity, community, and the power of working side-by-side for the common good.
- **Ducks** embody adaptability, balance, family, protection, and new beginnings.
- **Potatoes** remind us of the quiet strength of deep roots—nourishment that sustains growth above the surface.

Woven into our visuals and on-site activities, these elements encourage attendees to plant roots, find balance, contribute to the hive, and flourish together. Bloom Forward is more than a theme—it is an invitation to grow, to gather, and to leave stronger and more connected than when you arrived.

Key Metrics

Target Audience: 5,000 attendees

Target Sponsors/Community Partners: 350

Comprehensive Media Coverage

Event Outline

Schedule

6:30am	Sponsors arrive, set up tables
8:00am	Tent activities begin
8:30am	General welcome at the mainstage - Guest Speaker(s)
8:45am	Casual Zoo Walk begins
12:00pm	Raffle winners announced
12:30pm	Festival ends/tent activities close
12:30-2:00pm	Tear down

Items Included in Sponsorship

- 8 ft table, linen covering, and 2 chairs
- Hospitality services including refreshments throughout the day

Activities

- Bee Positive
- The Flourishing Flower Garden
- Seeds of Hope
- Fidget Buffet
- Color for Kindness
- Radiant Roses
- Bee Your Biggest Fan
- Blooming Designs
- The Care Corner
- The Sunshine Express
- Vibe with Pride
- Additional activities tailored for all ages

How to Sponsor

- Go to www.ViewFestMHF.com
- Click "Sponsorship" tab in the upper left-hand corner
- Scroll down and click "Sponsor Now"
- Review sponsorship levels, select a level, and proceed accordingly
 - Please keep in mind that sponsorship dollars are used to support event attendance. The more we can raise, the larger the event can be
- Payment can be made electronically or by check
- Sponsorship needs to be committed by June 12, 2026, to be included on banners and signs

Sponsorship Levels

An Investment in Community

Bronze
\$350

Includes:

- Designated area at ViewFest2026
- 8ft table, linen covering, 2 chairs, refreshments
 - Table location is at the discretion of WOH4L
- Web site acknowledgement
- Group acknowledgement on social media
- Logo on welcome board or banner located at the festival entrance near our welcome station

Silver
\$600

Includes Prior Level Benefits Plus:

- Logo on Silver Sponsor Welcome Banner at Festival Entrance
- Individual acknowledgment on social media

Gold
\$1,000

Includes Prior Level Benefits Plus:

- Logo on Gold Sponsor Welcome Banner at Festival Entrance
- Additional Group Banner in Festival

Platinum
\$2,500

Includes Prior Level Benefits Plus:

- Logo on Platinum/Diamond/Emerald Banner at Festival Entrance
- Logo on dedicated Board outside zoo at registration
- Logo on swag bag or equivalent item

Diamond
\$5,000

Includes Prior Level Benefits Plus:

- Additional recognition on banner on festival grounds
- Recognition at event prior to informal walk

Emerald
\$10,000

Includes Prior Level Benefits Plus:

- Two dedicated banners at festival
- Additional benefits and placement as negotiated

About Us

Words of Hope 4 Life is a 501c3 charity whose mission is to develop and implement new and innovative ways to integrate mental wellness and prevention into communities. We focus on 4 pillars to achieve our goal: **Resilience, Attitude, Interconnection to community, & Learning new skills**

The Rail- Physical Office

2071 E. West Maple Rd Suite E503 Commerce Township, MI, 48390

Corporate Office

3395 Timberlake Dr Commerce Township, MI, 48390

Tax ID

87-3312148

Date of Incorporation

December 2021

Contact Information

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