

ViewFest

The Largest
Mental Health Festival
in the World!

July 12, 2026

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Executive Summary

ViewFest is the world's largest mental health and prevention festival. Founded in 2021, it has grown into a one-day, community-powered celebration that brings together thousands of attendees and hundreds of partner organizations. At its core, ViewFest is built on the Event-Based Community Interactions (EBCI) model— an innovative approach coined by Words of Hope 4 Life that leverages large, joyful gatherings to promote wellness, reduce stigma, and strengthen protective factors against substance use. Unlike conventional festivals or health fairs, every element of ViewFest is interactive: each table offers hands-on activities, coping tools, and direct connections to resources in a vibrant, stigma-free environment.

The impact extends beyond Michigan. ViewFest has drawn attention for its world-record achievements and unique ability to unite communities around mental wellness. Its framework is designed to be replicated, demonstrating what's possible when people and organizations come together to create accessible, prevention-focused spaces. By supporting this movement, businesses, organizations, and individuals contribute to a model of hope, connection, and resilience that reaches far past the festival grounds.

What is EBCI

Event-Based Community Interactions (EBCI) is a groundbreaking public-health strategy coined by Words of Hope 4 Life in 2021. At its core, EBCI is about the power of *community gathering*. Instead of focusing solely on clinical treatment, it brings people together in joyful, inclusive settings where connections naturally form—between neighbors, families, and the organizations that support them. These gatherings create protective environments that strengthen resilience, reduce stigma, and open the door to life-saving resources.

By applying EBCI at the scale of a festival, it becomes more than an event: it becomes a dynamic meeting ground where thousands of individuals engage directly with community organizations, discover practical tools, and leave with both hope and connection. This innovative framework ensures that mental wellness isn't just talked about—it's lived and shared across entire communities.

Event-Based Community Interactions (EBCI) also directly supports the social determinants of health—such as access to care, education, social connection, and community safety—by removing traditional barriers and meeting people where they are. Through accessible, stigma-free events that foster belonging and connection, EBCI creates real-world environments that strengthen mental wellness, reduce isolation, and improve equitable access to resources.

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

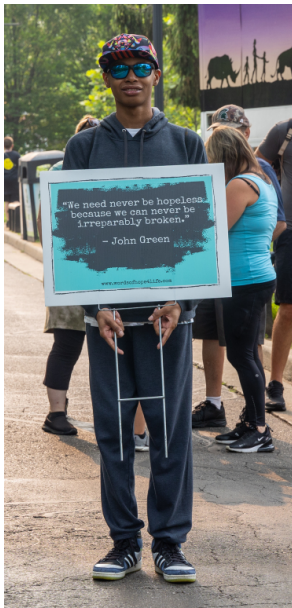
- Reimagine Mental Health
- World Record event:
Longest Line of Postcards

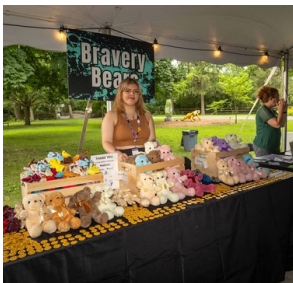
2022

- 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 stage
- 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: **R**esilience, **A**ttitude, **I**nterconnection to community, & **L**earning 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

- Info@viewfestmhf.com
- Glen Schwartz
 - 773-619-4556
- Sue Dumond
 - 248-310-1155

