



Words of Hope 4 Life

VIEWFEST2025

LIVE IN THE MOMENT

Join us at ViewFest2025, our 5th annual event and the largest mental health experience in the USA, held at the beautiful Detroit Zoo! This year's event is centered around *living in the moment*, offering a unique blend of fun, education, and community connection. With dozens of community organizations focused on mental health, prevention, and resilience, you'll have the opportunity to connect with local resources, discover valuable coping strategies, and engage in activities for all ages—all while enjoying the vibrant atmosphere of the zoo. ViewFest is more than just a festival; it's a memorable experience filled with snacks, music, and meaningful interactions. Don't miss out on this empowering day where you can strengthen your mental wellness and connect with your community in a one-of-a-kind setting!

Corporate Office
2071 E. West Maple Road – E503
Commerce Township, Michigan 48390
844-844-5900



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VIEWFEST: Mental Health Walk & Celebration

What is ViewFest?

ViewFest is a revolutionary "event based" approach to mental wellness education, coping/resiliency skill development and community connection opportunities. Curated by leaders in mental health, fashion, music, education and parenting, Viewfest is packaged and branded as an "on-tour" festival experience with a mental health twist that specifically addresses the challenges of prevention, stress, anxiety, depression.

How Does ViewFest compare to Other mental health events?

ViewFest stands apart from other festivals by blending entertainment, education, and mental wellness in a way that is both immersive and impactful. ViewFest not only provides a fun, festival-like atmosphere but also equips attendees with essential coping and resiliency skills. Its focus on community connection and mental wellness has led to ViewFest becoming one of the largest mental health festivals in the country, creating a powerful platform for raising awareness and sparking important conversations.

How many people are expected at ViewFest?

ViewFest attracts thousands of participants each year, drawing a diverse crowd from all walks of life. With a strong focus on community engagement, the festival has become a hub for mental health awareness and support, with over 150 community organizations actively involved in the event. These organizations collaborate to offer resources, workshops, and educational opportunities, creating a supportive environment for attendees to learn, grow, and connect. The large-scale participation and involvement of such a wide range of groups highlight ViewFest's growing impact as a leading platform for mental wellness.

How Do I register to attend or sponsor ViewFest?

To learn more about ViewFest, attend the event, or explore sponsorship opportunities, visit our official website at www.viewfest2025.com. Whether you're looking to be part of this transformative experience, contribute to the conversation around mental health, or support the festival's mission, our site provides all the information you need. Join us in making a difference and be part of one of the largest mental health festivals in the country!

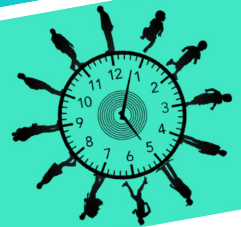
Who can I contact to learn more about ViewFest

or additional questions or more information about ViewFest, please contact Glen Schwartz at Glen@wordsofhope4life or call 773-619-4556. Glen will be happy to assist with any inquiries regarding the event, attendance, or sponsorship opportunities.

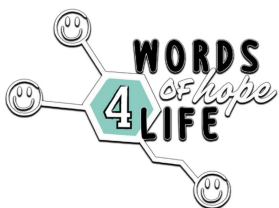
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LIVE IN THE MOMENT:
VIEWFEST 2025

Mental Health Walk & Celebration
@ The Detroit Zoo July 13th, 2025



FREE ACCESS TO THE ZOO
1.8 MILE WALK
FREE ACTIVITIES & SNACKS
MENTAL HEALTH & WELLNESS
RESOURCES
AND SO MUCH MORE



WWW.VIEWFEST2025.COM
WWW.WORDSOFHOPE4LIFE.COM

LIVE IN THE MOMENT:

VIEWFEST 2025

Schedule of Events



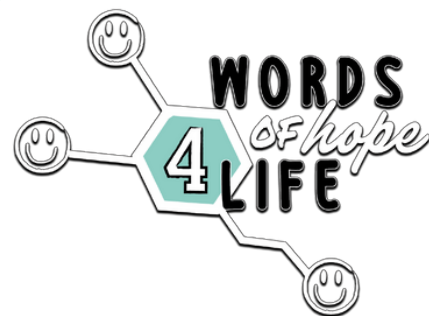
8:00AM	TENT ACTIVITIES & EXPEDITION HOPE BEGIN
8:30AM	GENERAL WELCOME AT THE MAIN STAGE- GUEST SPEAKER(S)
8:45AM	CASUAL ZOO WALK BEGINS
12:30PM	RAFFLE WINNERS ANNOUNCED
1:00PM	FESTIVAL ENDS/TENT ACTIVITIES CLOSE ENJOY THE REST OF THE DAY AT THE ZOO

www.ViewFest2025.com

#Viewfest2025, #MentalHealthWalkandCelebration, #ViewFestDetroitZoo
#WordsOfHope4Life, #LiveInTheMoment

WHY ATTEND: VIEWFEST 2025

Mental Health Walk & Celebration @ The Detroit Zoo July 13th, 2025



Who is Words of Hope 4 Life:

Words of Hope 4 Life is a 501c3 charity whose goal is to promote mental health and wellness, prevention and harm reduction in communities. We focus on resilience, attitude, interconnection to community and learning new skills to empower future generations.

Purpose of ViewFest 2025:

A powerful and uplifting Community Event for Mental Health & Wellness that allows individuals and organizations to unite and share their views, stories, experiences & resources – all within a vibrant festival environment.

Why Attend ViewFest 2025:

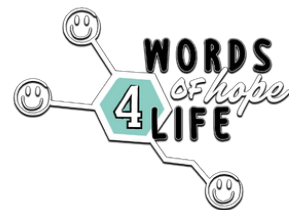
- Make a difference and potentially save a life
 - 1 in 5 people live with mental illness; 1 in 25 have a serious mental health concern
 - Over 25% of adults with mental health issues struggle with substance abuse
 - Help break the mental health stigma
 - Receive invaluable resources
 - Learn about the opioid crisis and receive FREE Narcan
- 1.2 mile walk, activities, entertainment and more all within a vibrant festival environment
- Demonstrate commitment to mental health, wellness, and harm reduction
- FREE event with mental health swag bag, food, handouts, promotional items, crafts, and full day zoo access

www.ViewFest2025.com

#Viewfest2025, #MentalHealthWalkandCelebration, #ViewFestDetroitZoo
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WHY SPONSOR: VIEWFEST 2025

Mental Health Walk & Celebration @ The Detroit Zoo July 13th, 2025



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Purpose of ViewFest 2025:

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Why Sponsor ViewFest 2025:

- Demonstrates commitment to health, wellness, and harm reduction.
- Provides valuable exposure to organization and peers.
- Offers various benefits based on sponsorship level.
- Over 100 other sponsors, influencers, and community partners.
- Reaches an audience of over 2,000 participants.
- Increase business exposure and/or raise awareness for your cause.
- Powerful lead generating opportunity.
- Secures extensive media coverage.

**Your sponsorship dollars allow ViewFest to
be FREE to the public!**

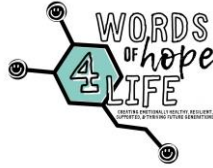


www.ViewFest2025.com

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#WordsofHope4Life, #LiveInThe Moment



“ViewFest
2024 was
truly an
unforgettable
celebration of
creativity,
community
and most
importantly
bringing
awareness to
mental
health”



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HOW TO SPONSOR VIEWFEST2025

Steps to Sponsor ViewFest2025

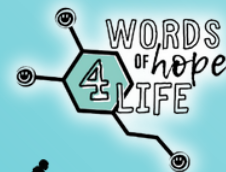
1. Go to www.ViewFest2025.com
2. Scroll down to “ViewFest2025 Sponsorship” and click on the button.
3. Scroll down to View “ViewFest 2025 Sponsor Flyer” and “ViewFest2025 Sponsorship Levels” . Both are PDF’s that can be downloaded.
4. After reviewing the information, go to the top of the page and click “Sponsor Here”
5. Select level and process accordingly.
 - a. Please keep in mind that sponsorship dollars are used to support event attendance. The more we can raise, the larger the event can be.
6. Payment can be made at the time of registration or after March 1. To pay via check or receive an invoice, please email Glen Schwartz at Glen@wordsofhope4life.com.
7. Sponsorship should be committed by June 13, 2025, in order to be included on banners and signs.

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VIEWFEST 2025 SPONSORSHIP



Bronze: \$350

- Designated area at Viewfest2025 8ft X 5ft
- 8ft table with linen covering - 2 chairs
- Web site acknowledgement of sponsorship
- Group acknowledgement on Social Media
- Logo on 24 x 36 welcome board located at festival entrance near welcome station.

(Snacks and water at your table as applicable)

Silver: \$600

- Includes above plus
- Individual social media shout out
- Logo on large welcome banner at festival entrance in front of banner row

Gold: \$1,000

- Includes above plus
- Logo on additional group banners on festival grounds

Platinum: \$2,500

- Includes above plus
- Logo on 2 additional group banners at festival
- Organization / Individual Name on Swag Bag given to the first 2000 participants as well as used at WOH4L 2025 / 2026 Events after ViewFest2025.

Diamond: \$5,000

- Includes above plus
- Logo on group banner at registration tent at zoo entrance (high traffic)

Emerald: \$10,000

- Includes above plus
- 3 Dedicated Banners with Name or Logo
- Opportunity to say a few words on the main stage during event

Ruby: \$10,000+

- Includes above plus
- Customized Incentive Plan: Tailored rewards and benefits designed specifically for Ruby sponsors. Exclusive positioning. Assurance that sponsors at the Ruby level will be the sole entity of their type.