



Don't miss your chance to showcase your business at an event connecting you with hundreds of wellness-minded customers seeking local solutions for their health and well-being.



TUSCALOOSA WELLNESS FEST PARTNERSHIP INFO

VENDOR LEVELS

Featured Vendor

\$1,000

- ✓ 8ft Table at Event - First Choice Table Location
- ✓ 1/3 Page Ad in Magazine: Tuscaloosa's Guide to Well-Being
- ✓ Featured Social Media Post - Local Business Highlight
- ✓ Opportunity to Put Material Inside Attendee Bags
- ✓ Logo Placement on Event Bags
- ✓ Logo Placement on TV Slideshow During Event
- ✓ Logo Placement in Social Media Sponsor Post

SPACE IS
LIMITED GRAB
YOUR SPOT
BEFORE IT'S
GONE!

Standard Vendor

\$500

- ✓ 8ft Table at Event - Guaranteed Outer Perimeter Placement
- ✓ 1/4 Page Ad in Magazine: Tuscaloosa's Guide to Well-Being
- ✓ Opportunity to Put Material Inside Attendee Bags
- ✓ Logo Placement on TV Slideshow During Event
- ✓ Logo Placement in Social Media Sponsor Post

Basic Vendor

\$250

- ✓ 6ft-8ft Assigned Table at Event
- ✓ Listing in Magazine: Tuscaloosa's Guide to Well-Being
- ✓ Logo Placement on TV Slideshow During Event

Vendor space is limited with a capped number of spots available in each category. Applications will be reviewed in the order received until categories are filled.

Vendor Scholarships

A limited number of discounted or scholarship spaces are available for small, local, or mission-aligned businesses who may not otherwise be able to participate. Interested vendors can apply for these spaces through the online form.

Vendor Sponsorship Credit

Vendors may also choose to become sponsors to further our mission of making holistic wellness accessible for all. Sponsorships begin at \$250 and include expanded recognition before, during, and after the event. **Any amount paid for a vendor spot may be applied toward a sponsorship.**

SPONSORSHIP LEVELS

Premier Wellness Sponsor (1)

\$5,000

- ✓ Announcement Recognition During Event & All Media (Radio, TV, etc.)
- ✓ Logo on Billboard
- ✓ Back Cover Ad in Magazine: Tuscaloosa's Guide to Well-Being
- ✓ Large Logo Display at Event (Event Banner & TV Screen)
- ✓ Everything Included in Community Impact Sponsor

Community Impact Sponsor (3)

\$2,500

- ✓ Logo on Large Event Posters
- ✓ Full Page Ad in Magazine: Tuscaloosa's Guide to Well-Being
- ✓ Large Logo Display at Event (Choose One):
 - Stage Sponsor
 - Music Tent Sponsor
 - Welcome Table Sponsor
- ✓ Everything Included in Partnering Sponsor

VENDOR
FEES MAY BE
APPLIED
TOWARD ANY
SPONSORSHIP
LEVEL

Partnering Sponsor

\$1,500

- ✓ Social Media Sponsor Post (Individual Post)
- ✓ Half Page Ad in Magazine: Tuscaloosa's Guide to Well-Being
- ✓ Logo on Bags (Given to first 250 Attendees)
- ✓ Logo Placement on All Event Materials (Schedule, Vendor Map, & Bingo Card)
- ✓ Everything Included in Friend of the Fest Sponsor

Friend of the Fest Sponsor

\$750

- ✓ Social Media Sponsor Post (shared space with other sponsors)
- ✓ Logo Placement on Event Materials (Choose One)
 - Demonstration Schedule (Posters on Display at Event)
 - Vendor Map (Given to All Attendees)
 - Bingo Card (Given to All Attendees)
- ✓ Everything Included in Supporting Sponsor

Supporting Sponsor

\$250

- ✓ Logo on Website with Clickable Link
- ✓ Logo Placement on TV Slideshow During Event



SCAN CODE FOR
VENDOR/SPONSOR
APPLICATION

Tuscaloosa's Guide to Well-Being

Year round visibility in a premium local wellness magazine.

Why Advertise with Us?

- ✓ Reach a Targeted Audience
- ✓ 7,000-10,000 Copies in High Visibility Local Locations
- ✓ Premium Quality and Design
- ✓ Support Nonprofit's Mission

“A beautiful guide connecting our community to the people and services that make healing and well-being possible.”



Ad Options + Pricing

Spotlight Article Spread - **\$1,500**

Inside/Back Covers - **\$1,000**

Full Page Ad - **\$800**

Half Page Ad - **\$500**

Third Page Ad - **\$400**

Quarter Page Ad - **\$275**

Coupon Add On - **\$50**

Ready to be featured?

✉ takekshia.growingtogether@gmail.com

🌐 www.growingtogetheral.org

Scan to view more
info and apply!



Spots are limited.
Reserve early for best placement.

ABOUT THE FEST

The Tuscaloosa Wellness Fest is a nonprofit-hosted community event created to connect people with local resources for holistic health and well-being. The Fest features interactive demonstrations and wellness vendors offering services, products, and education that support mind, body, and spirit.



The Tuscaloosa Wellness Fest Pillars

The Tuscaloosa Wellness Fest is built on six pillars, each reflecting a key pathway to well-being. These pillars guide our mission and vision to share these values with our community, promoting well-being across the Tuscaloosa community.

MOVE

Encouraging movement to enhance vitality and improve overall health.

BREATHE

Introducing the power of the breath to help calm the mind and nurture the body.

CARE

Promoting self-care practices that refresh and restore your well-being.

CONNECT

Building meaningful connections and community for a balanced life.

LEARN

Empowering people through education about holistic health and wellness.

GROW

Supporting personal growth by fostering mental, physical, and emotional well-being.





WHY SPONSOR?

By sponsoring the Tuscaloosa Wellness Fest, you are aligning your brand with a local, impactful event dedicated to fostering wellness and community engagement. This is a unique opportunity to showcase your business to an engaged audience of health-conscious individuals, families, and professionals seeking new ways to enhance their mind, body, and spirit.

Our sponsors gain valuable exposure before, during, and after the event, creating lasting connections with attendees and other local businesses. We will increase visibility and reach with targeted promotion across print, online, and broadcast outlets in the weeks leading up to the event, along with inviting media coverage during the festival. Afterward, you will be proudly featured in our wellness magazine, providing ongoing visibility throughout the year.

Your sponsorship is more than just a marketing opportunity... it is an investment in the health and vitality of our community. By supporting this event, you are contributing to a day of healing, connection, and personal growth that will resonate long after the festival ends. We look forward to partnering with you to create a positive and lasting impact on our Tuscaloosa community and beyond!

Here's How Sponsorship Can Benefit You:

Brand Exposure:

Gain visibility before, during, and after the event through logos on event materials, signage, and our website as well as your own listing in the first edition of Tuscaloosa's Guide to Well-Being.

Targeted Audience:

Get in front of health-conscious individuals and families who are passionate about or interested in learning about wellness practices and local resources.

Community Support:

Show your commitment to fostering well-being in our community, while enhancing your reputation as a wellness-focused business.

Networking Opportunities:

Meet like-minded people and businesses who are also invested in promoting health and wellness.

Engagement with Local Customers:

Directly interact with attendees through your vendor table, whether by sharing resources, offering product samples, or creating interactive experiences that showcase your services.



FREQUENTLY ASKED QUESTIONS

How many attendees are expected?

We grew from around 300 at our first ever Fest to over 500 attendees in 2026, and we plan to continue expanding our reach and attendance.

How will the festival be promoted, and how can I help spread the word?

The festival will be promoted through flyers, social media, website presence, coordination with local businesses, media coverage, and radio ads. We will also provide a Digital Media Kit, printed flyers, and yard signs to all vendors and sponsors to help spread the word!

What size is the vendor space, and what is included?

All vendor spaces include a table, 2 chairs, and linens. Basic Vendors are assigned a 6 ft or 8 ft table. Standard Vendors receive an 8 ft table with guaranteed outer-perimeter placement, and Featured Vendors receive an 8 ft table with priority choice of location. Full details for each tier can be found on the Vendor Levels page.

When is the deadline to register as a vendor?

March 30, 2027 - Priority Deadline is January 26th

Can I serve food at the festival?

Food may only be served by vendors who are on Tuscaloosa River Market's approved vendor list.

Are there any restrictions on displays or signage?

All displays and signage must be professional, family-friendly, and should not block walkways or neighboring booths. Helium balloons are not allowed. Adhesives, including tape, cannot be used on building surfaces. Freestanding elements must be secure for safety.

Can I sell my products at the festival?

If you plan to sell anything at the festival, you must upload a copy of your City of Tuscaloosa Business License on the sponsorship form. Note: Please see next question for food/drinks.

Can I share a table with another business?

Yes! If you'd like to share a table and split the cost with another vendor, simply let us know who your partner will be when you register. Please note: we are unable to match vendors, so arrangements must be made in advance.

Will electricity be available at my table?

There are outlets along the outside walls of the venue and available on a first-come first-served basis. Please let us know you need electricity.

What if I have questions not answered here?

Please reach out to us (contact info attached), and we would be more than happy to assist you!

ABOUT OUR TEAM

Last year's Wellness Fest was created by a grassroots team of local wellness practitioners and volunteers. This same group has now formed a nonprofit, Growing Together, to carry the work forward year-round. Growing Together's mission is to help our community understand the impact of trauma and stress; to raise awareness of holistic healing practices; and to provide programs that support resilience and well-being for individuals and families, with effects that ripple across generations.

This year's Fest is coordinated by a blend of Growing Together board members and dedicated volunteers who care deeply about making holistic wellness accessible in our community. For more information, please reach out to our main contacts below.

GET IN TOUCH



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*We couldn't do
this without you!*

Your support helps make the Tuscaloosa Wellness Fest possible by covering essential event costs such as venue space, marketing, materials, and more while allowing the festival to remain open and accessible to the community. Because of this support, attendees are able to spend the day learning about wellness practices, connecting with local businesses, and discovering resources that support health, healing, and personal growth.

We believe access to practical knowledge and tools for well-being is a foundational necessity for all people. Sponsorships allow us to offer this event free to the public, removing financial barriers and creating space for education, connection, and meaningful engagement with the local wellness community.



**WHAT YOU ARE SUPPORTING WITH
YOUR SPONSORSHIP**