



*Partner with us to educate, connect, and provide access to services that inspire well-being and strengthen our community.*



**TUSCALOOSA WELLNESS FEST SPONSOR INFO**





# 2025 TUSCALOOSA WELLNESS FEST

## Our First Year by the Numbers

- ✓ 35+ local wellness vendors showcased their services and connected with the community
- ✓ 300+ attendees joined us for a full day of movement, mindfulness, and connection
- \$ \$5,000 raised for our nonprofit partner, Schoolyard Roots, supporting garden-based education in local schools
- ★ Vendors rated their overall experience an average of 4.9 out of 5 stars, with overwhelmingly positive feedback about the event's organization, energy, and community feel.



*"You guys did an awesome job! You'd never know it was the first-year event!"*

*"Finding out about all the different wellness services available in Tuscaloosa was amazing. So many resources I didn't know about!"*

*"Your marketing was great. I saw yard signs all over town!"*



# *always improving* WHAT'S NEW FOR 2026

Our first year exceeded expectations with strong turnout, positive feedback, and a genuinely energizing day for everyone involved. This year, we're building on that momentum with upgrades designed to expand visibility, strengthen connection, and support vendors, sponsors, and attendees in intentional ways.

## **Expanded Visibility**

More flyers, more signage, and additional media appearances to increase foot traffic and overall reach.

## **Sound Improvements**

In response to vendor feedback about sound difficulties, this year, speakers will face the stage instead of the whole room, making vendor conversations easier.

## **Engagement-Boosting Raffle**

Attendees will receive a Bingo Card at the welcome table. They will collect vendor initials to complete their card, increasing table visits and making raffle follow-up more simple with built-in contact info.

## **New Printed Magazine**

We're upgrading the Wellness Guide from digital to a printed magazine. With 7,000–10,000 copies distributed around town, ad-included tiers will have year-round exposure throughout the community.

## **Brand-New Vendor Map**

We're adding a brand-new vendor map this year so attendees can easily locate your table and navigate the event.

## **"Pass the Mic" Vendor Hour**

Before or after the main event, we're hosting a vendor-only introduction hour for vendors to share who you are, what you do, and make meaningful connections without leaving your table during festival hours.

## **Upgraded Welcome Bags**

Our Fest bags were a big hit last year, but we ran out quickly. We are increasing from 100 to 250 bags and also allowing higher tier vendors to add materials to bags.

We're continually refining the festival to improve the experience for vendors, sponsors, and attendees alike. Tell us what you'd love to see added or improved.







# 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 printed wellness guide, 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 our printed wellness guide.

### **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.



# VENDOR LEVELS

## Featured Vendor

**\$1,000**

- ✓ 8ft Table at Event - First Choice Table Location
- ✓ 1/3 Page Ad in First Edition Printed Wellness Guide
- ✓ 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
- ✓ 5 Fest T-Shirts

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 First Edition Printed Wellness Guide
- ✓ Opportunity to Put Material Inside Attendee Bags
- ✓ Logo Placement on TV Slideshow During Event
- ✓ Logo Placement in Social Media Sponsor Post
- ✓ 2 Fest T-Shirts

## Basic Vendor

**\$250**

- ✓ 6ft-8ft Assigned Table at Event
- ✓ Listing in First Edition Printed Wellness Guide
- ✓ 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 of First Edition Printed Wellness Guide
- ✓ 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
- ✓ Logo on T-Shirt
- ✓ Full Page Ad in First Edition Printed Wellness Guide
- ✓ 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 First Edition Printed Wellness Guide
- ✓ 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





# FREQUENTLY ASKED QUESTIONS

## **How many attendees are expected?**

Last year's inaugural Fest drew an estimated 300 attendees based on distribution of tickets and welcome bags. We expect to exceed that number this year with expanded promotion and community visibility.

## **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 Visit Tuscaloosa and 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!

## **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 serve food at the festival?**

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

## **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.

## **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.

## **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.

## **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.

## **When is the deadline to register as a vendor?**

April 10, 2026 - Priority Deadline is January 26th

## **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!





*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**



# 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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# 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 Tuscaloosa and beyond.

### 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.

