WELLHAUS
PARK CITY, UT
JAN 24-26, 2020

WELLHAUS
EXPERIENCE WELLHAUS
WELLHAUS brings together top brands, experts, media, celebrities and social influencers from health, wellness, fitness, cannabis and related industry verticals to curate a unique and memorable weekend of interactions, education and activity.

W E L L H A U S

# PROGRAMMING – General Outline

Each WELLHAUS combines a mix of events & experiences across 5 key activation concepts, meant to educate and entertain attendees while creating impactful content for the larger community.

## ACTIVATE

Fitness and activity sessions to get attendees up and moving.

## REJUVENATE

On-site spa services, recovery treatments and relaxation exercises & therapies.

## EDUCATE

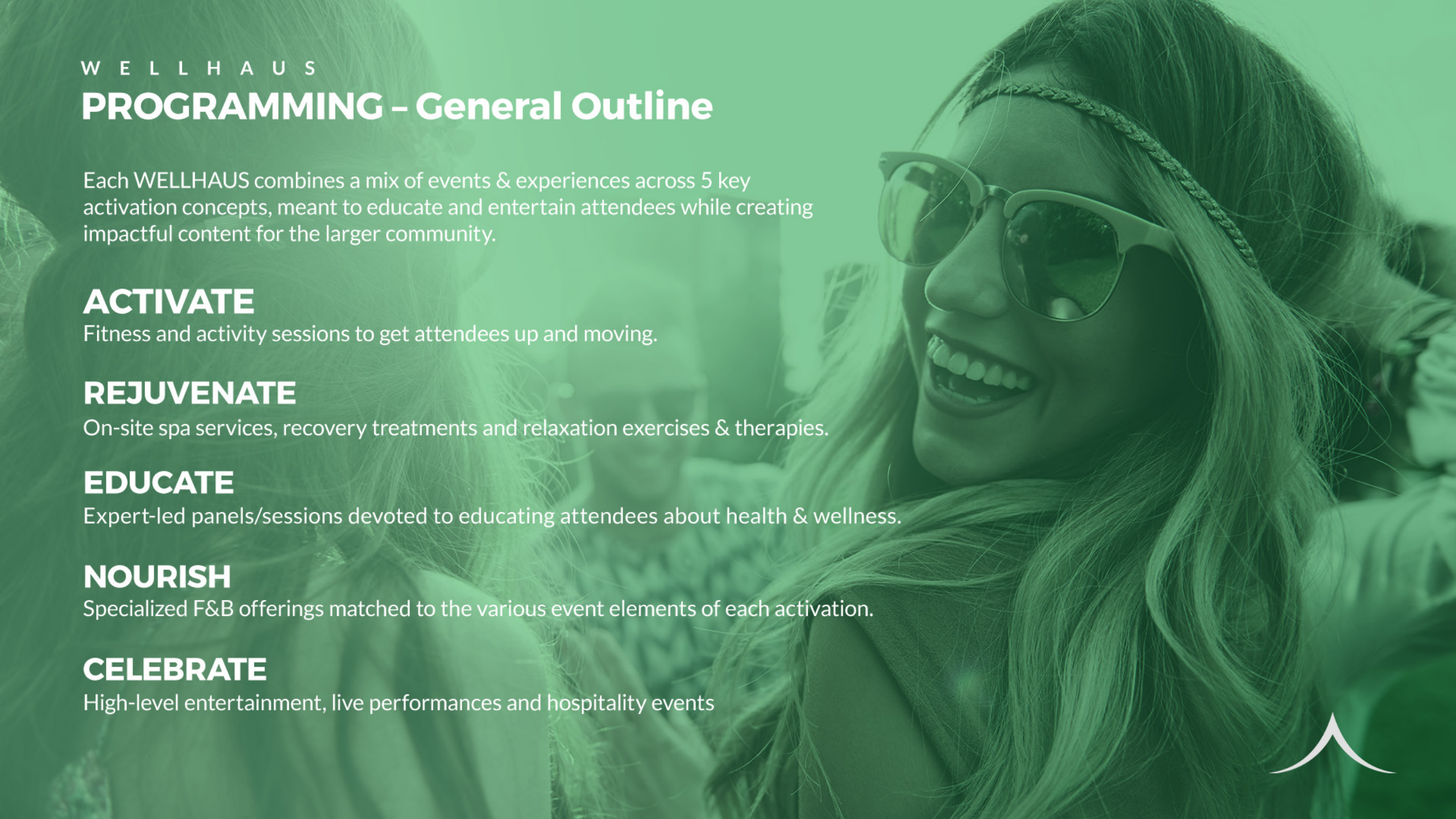
Expert-led panels/sessions devoted to educating attendees about health & wellness.

## NOURISH

Specialized F&B offerings matched to the various event elements of each activation.

## CELEBRATE

High-level entertainment, live performances and hospitality events



WELLHAUS

In 2019, WELLHAUS debuted the first-ever integrated CBD, wellness and entertainment experience on Main Street during the Sundance Film Festival.

Returning in 2020, WELLHAUS will once again set a new standard with **four** premiere health & wellness experiences to educate and entertain festival attendees and support the top films & talent in Park City.

---

## WELLHAUS SPA

Located at the iconic Sky & Main Lodge, the WELLHAUS Spa will provide luxurious treatments and feature the latest modalities, beauty services and treatments for talent, media & festival attendees.

Open daily from 9am – 6pm.
By appointment only.
Festival day pass packages available.

## WELLHAUS CAFE

In partnership with the historic Main Street Deli, the WELLHAUS Café will serve up specialty food & beverage items daily & nightly with unique health & wellness infusions, products and brand partners.

Open daily from 8am – 1am.
Open to the Festival public.

## WELLHAUS LOUNGE

The WELLHAUS Lounge is a brand-new 2600 sf venue on Main St, and will host press junkets for top films, a daily health & wellness panel, industry cocktails/networking & nighttime premiere parties

Open daily from 9am – 1am.
Mix of public & private events.

## WELLHAUS DINNER

An invitation-only dinner party, the WELLHAUS Dinner will bring together an elite group of Hollywood and Cannabis industry VVIPs for a night of conversation & networking, with a famous chef creating a once-in-a-lifetime specialty infusion menu.

Invitation only.

# SPONSORSHIP OPPORTUNITIES

## WELLHAUS SPA

- 8 treatment rooms may be individually branded for specialty services or product placement
- Sponsor products will be used exclusively for all 10 festival days!

*Example opportunities:*
- Spa/Beauty Products & Services
- IV Treatments
- Talent/Media Gifting
- Healthy Snacks & Beverages
- Sound/music therapy
- Champagne

## WELLHAUS CAFE

- Specialty F&B offerings served morning – late night

*Example opportunities:*
- Coffee/tea
- Pressed Juices
- Chocolate
- Packaged snacks / grab & go items
- Branded cups/sleeves
- Consumer products (lip balms, etc)
- Brand-sponsored complimentary meal/beverage giveaways

## WELLHAUS LOUNGE

- Press junkets, panels, daily happy hour, premiere parties

*Example opportunities:*
- F&B products (inc alcohol) and specialty infusions
- Talent/media gifting
- Sponsored panels
- Brand-hosted happy hour/event(s)
- Sampling/experiential installations for any brand
- Apparel/staff uniforms

## WELLHAUS DINNER

- Intimate VVIP dinner party
- Cocktail hour + seated dinner

*Example opportunities:*
- F&B products (inc alcohol) and specialty infusions
- Custom branded centerpieces
- Luxury gifting
- Product sampling
- Sponsored table to attend (8 ppl)

**ADDITIONAL NOTES:**

- Each venue will have a media wall with sponsor logos & house photographer; post-event photo recaps provided to all sponsors
- Pre-event press release and updated media alerts will include sponsors
- Category Exclusivity is available across all platforms/events; or a la carte by venue/activation

## WELLHAUS FESTIVAL SURVIVAL KIT

Each sponsor may also contribute relevant/specialty products to the WELLHAUS Festival Survival Kit, 50-75 of which will be distributed to festival talent and media via the Spa and Lounge. Example products include hydration, skin therapy, altitude/recovery, hangover remedy, sleep aid, specialty cold weather apparel/accessories and more!

W E L L H A U S

# MEDIA & MARKETING

All WELLHAUS events are supported by a national press, social media & public relations campaign, each led by a top agency in their respective field. Sponsors and partners are included in all aspects of the campaign, including:

- **Inclusion in press releases and media alerts describing sponsor activations**
- **Full social media campaign cross-promoted with sponsor media/PR team, including hashtag promotions and paid placements and boosted posts featuring brands**
- **Invitations to top national media to attend specific WELLHAUS events.**
- **Long lead advance story pitches and post-event placements in top media of key activations, talent and partners**
- **Photo and video content shot onsite by in-house team, edited daily and pushed out through all available channels and media.**

WELLHAUS

# PRESS

Launched during the Sundance Film Festival in January 2019, WELLHAUS has already garnered enormous press attention and buzz among influencers and industry.

Forbes

Forbes Billionaires Innovation Leadership Money Co

1,714 views | Jan 30, 2019, 07:36pm

## Cannabis Has Its Sundance Premiere At Wellhaus, The Festival's First-Ever CBD Lounge

Katie Shapiro Contributor

Vices

*I cover the intersection of cannabis and luxury.*




Wellhaus set up shop in Park City's Crystal Park Cantina on Main Street during the opening weekend of the 2019 Sundance Film Festival. MIGUEL MENDOZA

The New York Times

Thomas Pierce, a 32-year-old film producer and C.E.O. of an entertainment marketing agency, was among those bingeing on the offerings. "I attended a private dinner for 50, a happy hour event with CBD beer and tacos, and a late party sipping on delicious CBD cocktails," Mr. Pierce said. "I was in my happy place."

THE WRAP

Covering Hollywood

Sundance Parties 2019: Highlights of the Hottest Tickets in a Cool Town

COSMOPOLITAN

I Partied Like a Celeb at Sundance—Here's What I Learned

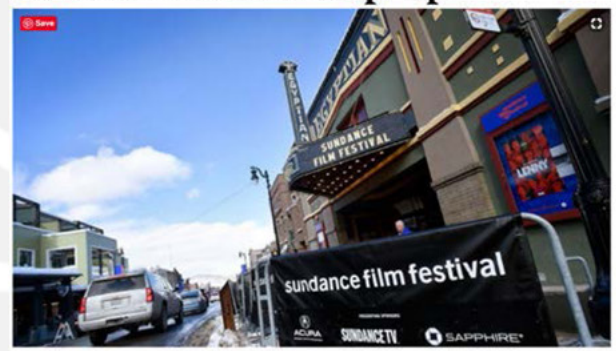
Aol.

**Sundance 2019: All the hot-spots you need to know about**

GIBSON JOHNS, AOL.COM

Jan 22nd 2019 1:01PM

THE Hollywood REPORTER

JANUARY 10, 2019 3:21pm PT by Chris Gardner

## Sundance Getting First CBD-Focused Wellness Pop-Up