



You are invited to have your business participate in...
ELEVATE 2018: Cochrane's Wellness Weekend

2018 will be the first year for a privately organized, town-wide, wellness event, ELEVATE. ELEVATE'S mission is to raise the bar for personal and community well-being. With a focus on mind, body and soul, ELEVATE aims to provide a weekend event for people to engage in their wellness on a deeper level and give our community a chance to experience all the different businesses in Cochrane that offer services to help achieve this. This is a great opportunity for local businesses to have their services on display for a large volume of people who are looking to elevate their health.

To be involved as a partnering business for this event, you are asked to provide a free service of some kind for the general public to be involved in. This service should demonstrate what you offer and your commitment to wellness. Depending on the types of services that your business provides, you may choose to offer free classes all weekend/one day/one time, or host a specific workshop/seminar which would be scheduled appropriately over the weekend.

Participants will have the option to buy tickets online at different prices for different tiers. The tiers will consist of a Friday evening ticket, Saturday pass, Sunday pass or a pass for all three days. Participants will have a different wristband representing their specific tier which will grant them access to the classes, workshops or events being offered around town. The tickets will be sold at an affordable price to encourage everyone to participate in this inclusive event.

In addition to the daily classes and workshops, ELEVATE will be hosting an opening ceremony on Saturday and Sunday morning (Location not confirmed yet). The opening ceremony will welcome the community and integrate an inspiring message to motivate and energize participants. The opening ceremony location will include welcome desks with check-in, information desks with schedules and maps to be handed out. Everyone will be encouraged to travel by foot or bike to be mindful of the environment as well as limited parking but also to encourage the use of Cochrane's trail system. Each night there will be an after party with live music, drink specials and giveaways.

I hope that you may consider participating in this event to ELEVATE our community. This is an amazing marketing opportunity as I expect hundreds of residents will be participating in this event. You will have the chance to have new people walking through your doors who may be interested in your services and provide them with the information and support they need to get started as customers. In addition, your business will be highlighted and promoted as a participating business on social media explaining what services you offer and what they will be able to sample during ELEVATE. Furthermore, your business and services will be marketed on the informational and scheduling pamphlets during the weekend.

If you are interested in participating in ELEVATE, please press the link provided. You will be directed to fill out the application survey online. Please complete this survey before April 23rd, 2018. After this date I will collate the weekend schedule and information package and be able to provide you with more information. I sincerely appreciate and support your commitment in providing our community with incredible wellness opportunities to help people discover their best selves.

Thank you for your consideration!

Marni Richelle
Event Director

marnirichelle@gmail.com
marnirichelle.com
403-969-3700

