



PARTNERSHIP & TRADING DECK 2022 V2

SOUL CIRCUS

MEET SOUL CIRCUS



Established in 2016, Soul Circus is an events and festival organiser in the wellness space. Celebrating new experiences, meeting friends and making new ones, getting outdoors, yoga, meditation, music and spa experiences.

Our simple philosophy of bringing people together in nature supports mental health and is especially important in current times.

2020: We ran a 59 day socially distanced wellness event in Cheltenham UK welcoming over 46,000 attendees in the Summer of 2020 and are conscious of operating successfully in a covid safe environment.

2021: SoulCircus ran again with a footfall of 12,000 attendees in Elmore (our home) over the normal weekend format.



**We are excited to bring
Soul Circus spirit through
festivals, retreats and
pop-up events.**

*Roman & Ella
Founders of Soul Circus*

DEMOGRAPHICS

AUDIENCE

Smart, healthy, wealthy

- Many are business owners or have side hustles
- Have money, will travel
- Health and wellness enthusiasts that are looking to generate a positive change in their lives
- Average age is 33

VALUES

Community, authenticity, experiences

- Travel for exclusive experiences
- Live a healthy, balanced lifestyle
- Follow “green living” principles - choosing natural products from food to fashion
- Enjoys music and other live/ interactive experiences
- Values authenticity and community



DIGITAL CIRCUS

Social, Digital & On-Site Reach: Driving Content



INSTAGRAM

13,000+ followers on Instagram
2021 → 300,000+ impressions

WEBSITE/EMAIL

20,000+ monthly website hits
10,000+ on email database

FACEBOOK

9,800+ followers on Facebook
→ 290,00+ impressions and 158,000+ reach during festival

JOURNAL

Online wellness publication
4,200+ readers
<https://journal.soulcircus.yoga>

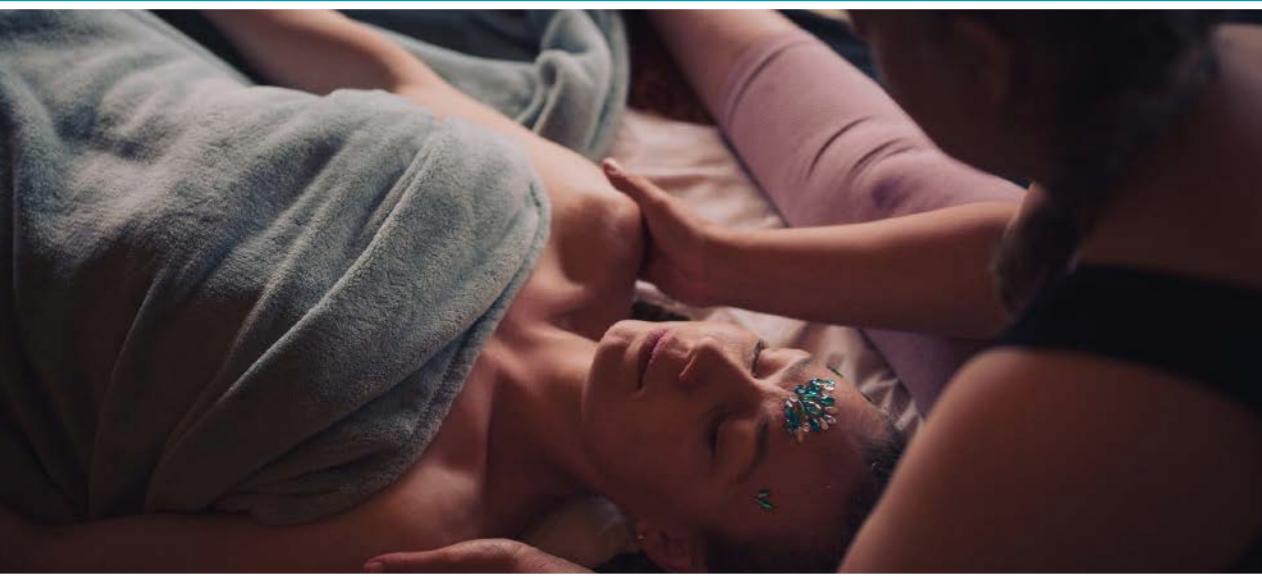
On-Demand Streams

New Online Programme festival days
On-demand streaming via our platform

OUR OFFERING

FESTIVAL

- Annually in the Cotswolds, UK (every August)
- Yoga. Meditation. Movement.
- Music. Breath Work. Sound Healing
- On-site spa, hot tubs & sauna
- Market tent & boutique traders
- Cafe, acoustic stage & demos



POP UP / On Demand

- Mini SoulCircus experiences
- In partnerships with venues, teachers or brands
- Supporting product launches/venue openings
- @ other events as wellness partner
- On-Demand via our platform '**@ Home**'

RETREAT

- SoulCircus experience globally
- Surf. SUP. Ski
- Europe & Beyond
- In partnerships with venues, teachers or brands



SOUL CIRCUS

Partnerships

Fitness Apparel

- * Lululemon
- * On Running
- * Liforme

Music Professionals

- * PioneerDJ
- * Pro Audio

Food & Drink

- * Atopia
- * Vita Coco
- * Pukka Herbs
- * Moet & Chandon
- * Belvedere Vodka

Lifestyle

- * Selina
- * Fierce Grace



Add your brand amongst some incredible names who already partner with SoulCircus

Our Packages



MAIN BRAND PARTNER

£7,499 + VAT

Main Benefits:

- Your logo directly below SoulCircus logo on all promotional literature at all events
- Banner / flags positioned at main entrance to SoulCircus 2022
- Video edit to carry your logo centrally positioned at the end with love
- Limit of 250 staff plus guests access to festival
- Plus all benefits of Brand Partner



MARKET TRADER

£399 + VAT

Main Benefits:

- Bring your own set up or take a stall inside our market trader's structures
- Access to all festival content
- Limit of 4 staff members Limit of 250 staff plus guests access to festival
- Standard camping pitch and car parking included
- Food & Drink Traders: Pricing on application to exhibitors@soulcircus.yoga



BRAND PARTNER

£2,999 + VAT

Main Benefits:

- Logo carried at the bottom of all promotional literature
- At least 6 tagged social media posts
- Gifting and retail opportunity at all events in 12 month period
- Naming rights to a structure on-site or create your own activation area
- Newsletter announcements with tagged content & weblink



PRODUCTION SERVICES

Optional Services

- Production services available at an additional cost including decor, set design, furniture hire, infrastructure hire such as Tipi's, stretch tents, vintage marquees etc...
- Staff glamping available at below retail pricing.
- Design services available as required for programme inserts etc...

OUR EVENTS YOUR PARTNERSHIP

- Sponsorship Includes all SoulCircus events within 12 month period
- Your active on-site participation/activation is entirely your decision
- Passive promotion of your partnership will be ongoing and at all events
- Complimentary access for your staff
- Brand partnerships promoted via our on-line / on demand streaming platform

“SoulCircus @ Home”

www.soulcircusvideo.yoga



SoulCircus @ Home



In Partnership with Vimeo (on demand service)

Digital Festival Days

A series of SoulCircus festival digital festival days launching November 2021.

Covering diverse content from yoga sessions, cooking demos, meditation, nutritional / couching talks, masterclasses, sponsored sessions and live music.

Hosted on our SoulCircus @ home platform

Potential reach of circa 20,000 people ('one-off' on demand subscribers and SoulCircus ongoing subscribers

Session hosts are from global locations

Customers to pay between £20 to £99 depending on content to be scheduled.

Opportunities

Sponsor for day programme: £600

Sponsor for 6 part series: £3000



CLARE JEVONS

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