



Chaitanya Wellness Research Institute

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Experience is the best teacher.....

Greetings!

It is our pleasure to present an excellent Wellness Initiative (Wellness Caravan) which is a win-win situation for the Users as it endeavours to bring about a real change in people's perceptions as well as engage the community for their own Wellness. Hence this is also an

Out-of-the box / unique sponsorship opportunity.

| Sr. No | Titles | How | What it holds for you | Benefits in a nut-shell |
|--------|--|--|---|---|
| 1 | Great EMOTIONAL Connect - | As this Wellness Initiative touches one's life to provide him the pathway for health & happiness, it builds a great emotional connect with young, old, male, female & teenagers alike. | Strike a chord immediately with your target segment, by catering to their Wellness needs, thus exuding the " feel good sense ", make them more receptive to your offerings. | Excellent ROI, as sponsor is a partner in providing perceivable Value Benefits in terms of one's own Wellness, thereby: <ul style="list-style-type: none">☞ Add value to the relationship with the target segments,☞ Better recall & thereby the Branding Value. |
| 2 | CAUSE Sponsorship (Preventive Healthcare) - | Our Wellness Caravan (as per PDF attached) is endeavouring to spread preventive awareness with solutions & in a Time-Money efficient manner armed | Get credited with the goodwill of propagating preventive wellness. | |

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| | | with two effective tools mentioned in the attachment. | | <p>☞ An excellent conduit with multiple benefits & opportunities.</p> <p>☞ Selected, negotiated, leveraged & measured. No ambush marketing possible.</p> <p>☞ A Marketing tool which will become more potent as Wellness Caravan keeps evolving to higher levels & branches.</p> |
| 3 | SOCIAL Initiative | As endeavouring to change people's behaviour towards their own Health maintenance. | Marry the commercial interests of your brand with the social initiative thus increasing the recall of your brand & make it the first one in your competing segment to run across your target's mind. | |
| 4 | COMMUNITY Engagement | Our Caravan will roll through Housing Complexes, Corporates & other large target groups at their doorstep to create an interactive preventive healthcare program. | <p>Target not one, not two but a large portion of the populace at a go that too in a deliberate manner.</p> <p>Moreover, spread your brand's charm to your target personally by getting your marketing campaign right at their doorstep making it hard for anyone to ignore it.</p> | |
| 5 | REWARDS and gifting | Small token Gift Scheme for every Registrant. Rewards for each Registrant on improving his performance | A great scope for your discount vouchers & other product schemes to take shape adding to your sales. | |
| 6 | FOCUSED Marketing | SPONSOR is the King & focus. | No Clutter amid other competitive products & services. | |

Thank You!!!

Your Health & Wellness Management Guide