

THE FIRST ANNUAL

# International Zen Festival

2023 - WASHINGTON, DC

SPONSORSHIP PACKAGES  
AND OPPORTUNITIES







# About iZen

iZen is a global destination event for people who are passionate about peace and personal growth - and love to have fun!



To many, the word “zen” refers to a specific sect of Japanese Buddhism. However, we use the word in the broader sense to mean peace of mind, body, and soul. By “festival” we mean an event where people gather to celebrate, learn, have fun, connect, and create lifelong friendships and memories.



# MEET THE PRODUCERS

30+ years of experience partnering with the biggest brands in entertainment

## 30+ years of festival experience

Brandon Millett and Laura Law Millett built a major international festival from the ground-up and expanded the event to the east and west coasts. PBS acquired the festival for national expansion.

## Recruiting top celebrities and influencers

They recruited major global celebrities, including Adam Driver, Peter Berg, Glenn Close, Gary Sinise, Michelle Monaghan, David Arquette, Kelsey Grammer, Robert Duvall, First Ladies Michelle Obama and Jill Biden, and many more.

## Working with major global brands

They recruited major global sponsors, including Disney, MGM, Warner Brothers, 20th Century Fox, NBC Universal, HBO, Discovery, American Airlines, USAA, Target, Bank of America, and many more.

## And hosting life-changing events

Their award-winning festivals received awards and high praise for organization and emotional impact. Actor Michelle Monaghan said her festival experience "was the most profound experience of my entire career."



iZen co-founders Laura Law-Millett (left) and Brandon Millett (right) with Actor Michelle Monaghan at a special event they organized for NBC Universal.



# What happens at iZEN?

The fusion of entertainment and enlightenment



## INTERNATIONAL FILM FEST

iZen will feature independent and blockbuster films focused on spiritual rejuvenation, personal growth, human resilience and the fascinating intersection of science and spirituality.



## WORKSHOPS

iZen will feature intimate and impactful workshops with top coaches from Zen Matrix to help you lock in the learning.



## PARTIES & AWARDS

iZen will feature fabulous parties with music, dancing, comedy, healthy cocktails, and filmmaker awards.

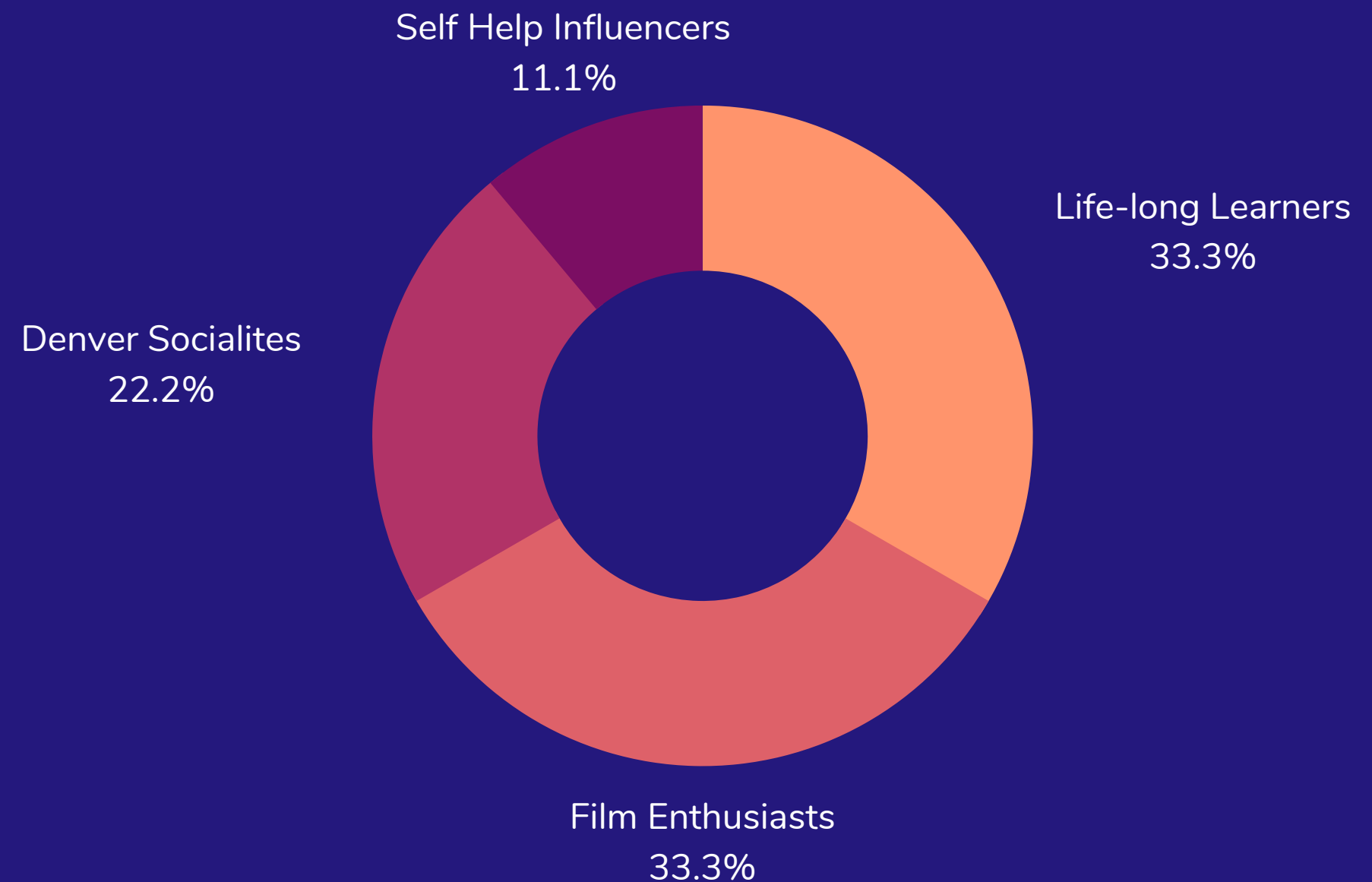
**PLUS special VIP guest speakers, red carpets, and marketplace with the latest wellness tech and products!**



# Who Attends iZen?


People who are...

- Highly educated
- Culturally sophisticated
- Wellness-focused
- Young and affluent
- And passionate about personal growth



**ALL GATHERING TOGETHER IN THE  
WELLNESS CAPITAL OF THE UNITED STATES**



A person with long hair, seen from behind, stands on a wooden walkway with metal railings. Their arms are outstretched towards a vast landscape of mountains and clouds. The scene is bathed in a deep blue light, creating a serene and expansive atmosphere.

**The Global wellness institute projects  
a 9.9% average annual growth for the  
wellness economy and will reach  
nearly \$7.0 trillion in 2025.**





# Sponsorship Opportunities

See how you can  
get your brand  
in front of thousands  
of wellness consumers  
and influencers







# Sponsorship Packages

01

## PRESENTING

Full Co-Brand, Including media, signage, digital, Elite VIP Access, and more!



02

## PLATINUM

VIP All-Access, Signage, Branding, Speaking, and more!



03

## GOLD

All-Access, Signage, Branding, and more.



04

## SILVER

Exhibitor booth with deluxe branding package.



05

## EXHIBITOR

Sell your products in the marketplace (includes basic branding package)





# iPRESENTING SPONSOR

\$125,000 (limit 2)

**All benefits of sponsorship on the table, including..**

## BRANDING

- Logo on step-and-repeat backdrop
- Logo on print advertising
- Mentions in radio advertising
- Trailers before film screenings
- Logo on fest e-newsletters and updates
- Logo on tickets, passes, and staff badges
- Logo on specific event signage

## PRINT + TV

- Premium ad in fest program (Distro: 10k)
- Logo on iZen television spots.
- Logo placement on print ads.
- Advertising on iZen tickets

## ACCESS TO AUDIENCE

- Host an official party
- Product samples in gift bags
- Product placement or special offer in all welcome packets for filmmakers and celebrities.

## THEATER

- Dedicated screen on logo reel for promotions
- 30 second promotional video (provided by Sponsor for primetime events.
- Logo placement on iZen trailer played prior to all film screenings.
- Verbal announcements during iZen events
- Party hosting opportunities
- Speaking opportunities (daytime/primetime)
- Awards presentations

## WEB + APP + SOCIAL

- Banner ad with link on fest site
- Inclusion in iZen app
- Social media: Facebook/Twitter mentions and promotion leading up to the iZen
- Logo on iZen press releases.

## PASSES

- Elite VIP access to all festival events
- Comp tickets for "friends" of sponsor





# i PLATINUM SPONSOR

\$45,000 (and up)

**Host a primetime event, star on stage, and get VIP privileges.**

## BRANDING

- Trailers before film screenings
- Name on fest e-newsletters and updates
- Logo on sponsored event signage

## ADVERTISING

- Full-page ad in fest program (Distro: 10k)
- Logo placement on print ads.

## ACCESS TO AUDIENCE

- Host a primetime event (first come, first served)
- Product placement or special offer in all welcome packets for filmmakers and celebrities.

## PASSES

- VIP access to all festival events
- Comp tickets for "friends" of sponsor

## THEATER

- Dedicated screen on logo reel for promotions
- 30 second promotional video before primetime events
- Name on iZen trailer played prior to all film screenings.
- Verbal announcements during iZen events
- Speaking opportunity (primetime) or awards presentation (first come, first-served)

## WEB + APP + SOCIAL

- Banner ad with link on fest site
- Social media: Facebook/Twitter mentions and promotion leading up to the iZen
- name in iZen press releases.





# iGOLD SPONSOR

→ \$25,000 (and up)

**Host a matinee event, get screen time, and all access to events.**

## BRANDING

- Trailer before sponsored event
- Name on a dedicated festival e-blast
- Logo on sponsored event signage (daytime)

## ADVERTISING

- Half-page ad in fest program (Distro: 10k)
- Name on select print ads.

## ACCESS TO AUDIENCE

- Host a daytime event (first come, first served)
- Product placement or special offer in all welcome packets for filmmakers

## PASSES

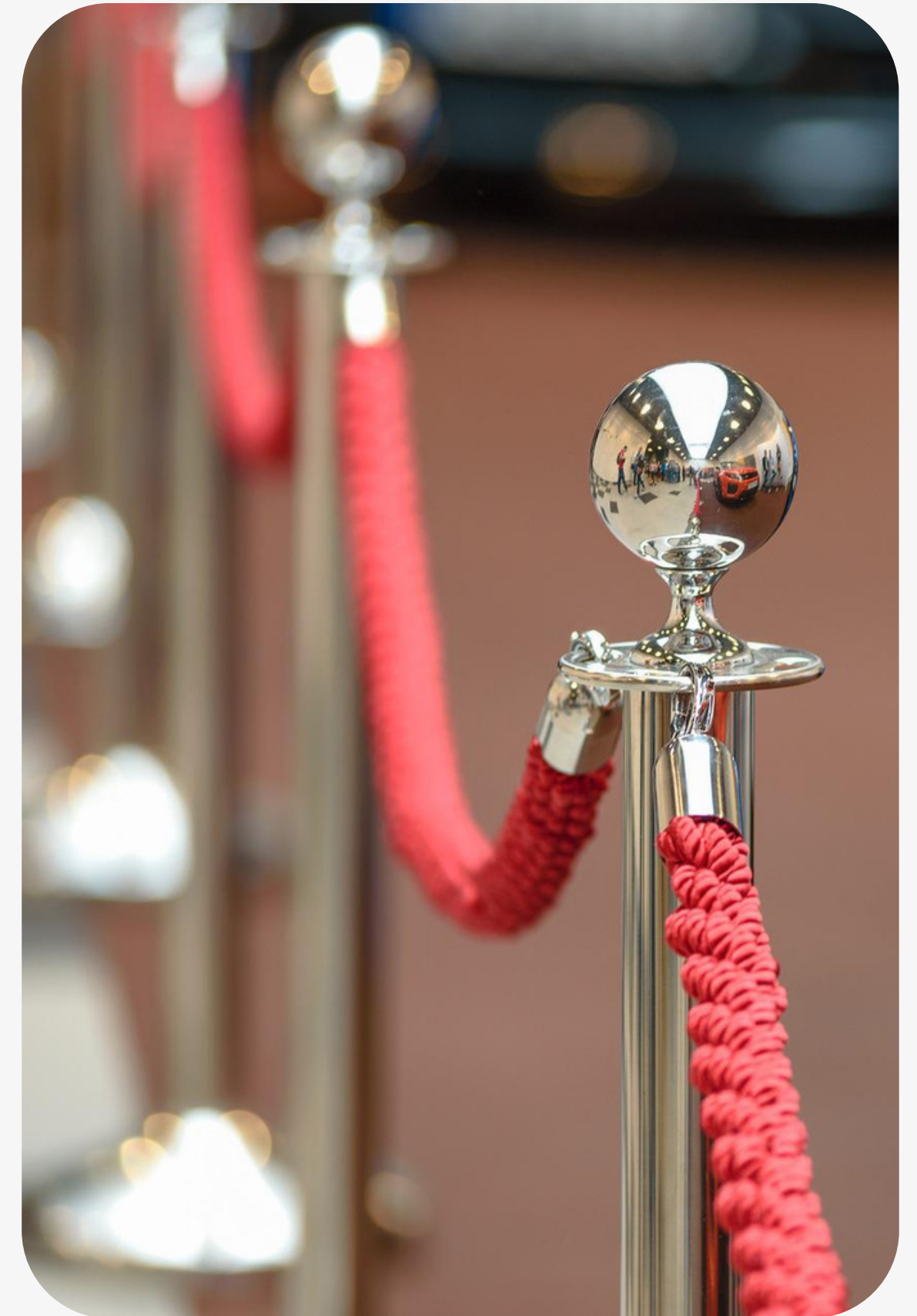
- All-access passes for festival events
- Comp tickets for "friends" of sponsor to sponsored event

## THEATER

- Dedicated screen on logo reel for promotions
- 30 second promotional video before sponsored event
- Verbal announcements during iZen events
- Speaking opportunity (daytime, first come, first served)

## WEB + APP + SOCIAL

- Banner ad with link on fest site
- Social media: Facebook/Twitter mentions and promotion leading up to the iZen





# i SILVER SPONSOR

\$10,000 (and up)

**Sell your products, splash your brand and be in the show.**

## BRANDING

- Trailer before sponsored event
- Name on a dedicated festival e-blast
- Logo on sponsored event signage (daytime)

## ADVERTISING

- Full-page ad in fest program (Distro: 10k)

## ACCESS TO AUDIENCE

- 10 x 10 booth in marketplace
- Host a daytime event (first come, first served)

## PASSES

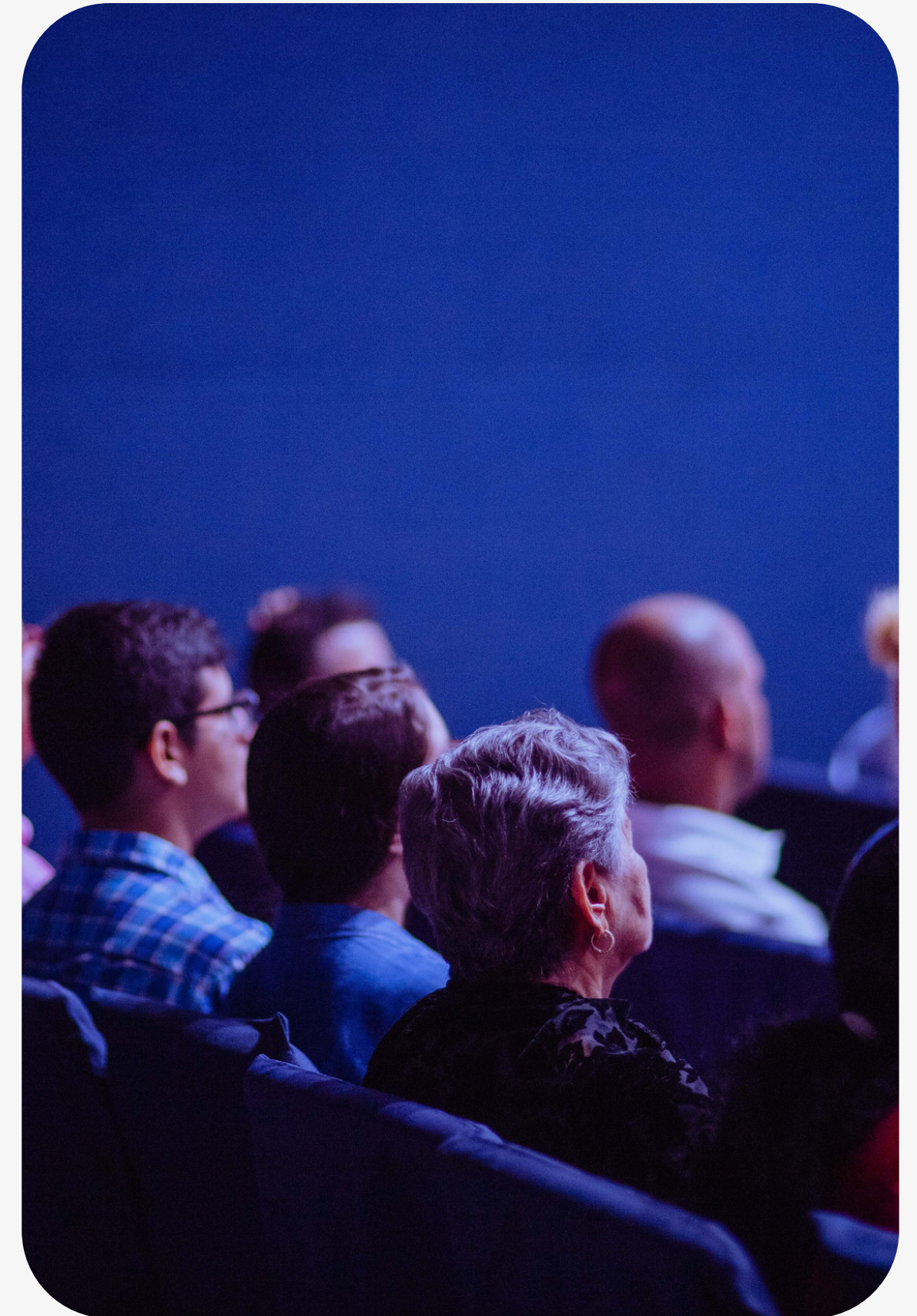
- All-access passes for festival events
- Comp tickets for "friends" of sponsor to sponsored event

## THEATER

- Dedicated screen on logo reel for promotions

## WEB + APP + SOCIAL

- Banner ad with link on fest site
- Social media: Facebook/Twitter mentions and promotion leading up to the iZen





# iEXHIBITOR

**\$1,950 (early bird price available for a limited time)**

**Sell your products, splash your brand, and see the show.**

- 10 x 10 booth in Zentech or Product Marketplace (2 days)
- Logo in official iZen program
- Logo on logo reel on screen
- Logo on official iZen website (in marketplace)
- Name in dedicated marketplace e-blast
- Company name in print advertising for marketplace
- Two all access passes to events (transferable)





# Thank you for your interest!

Got any questions? Click below to send us an email

[CLICK HERE](#)

Or Contact

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