SOUL EMPIRE

DISCOVER. CONNECT. AWAKEN

presents

The SANCTUARY 2027

PARTNERSHIP OPPORTUNITIES

A one-day sanctuary for connection, discovery and becoming more of who you are.



HI, I'M FENN

For over 15 years, I've been bringing people together through wellbeing events, creating spaces where people leave feeling calmer, inspired and more connected than when they arrived.

The Sanctuary is the next chapter of that journey.

This isn't simply another wellness event.
It's a movement built around connection, wellbeing and unforgettable experiences.

I'm inviting a small number of carefully chosen businesses to help shape that future.

WARM WISHES,

Fenn

FOUNDER,
SOUL EMPIRE

A PARTNERSHIP THAT ADDS TO THE MAGIC

The Sanctuary is a one-day wellbeing and spirituality experience, thoughtfully created to make everyone who walks through the door feel welcomed, cared for and part of something special.

Our partners become part of that experience through beautiful spaces, thoughtful moments and meaningful discoveries that add something genuinely special to the day.

The best partnerships don't feel like advertising. They feel like part of the experience.

OUR AIM IS SIMPLE:
CREATE THE SORT OF DAY PEOPLE LEAVE TELLING THEIR FRIENDS, "OH MY GOD. HAVE YOU BEEN?"





WHEN

Sunday
21 March
2027



WHERE

Norton Park
Hotel & Spa



WHAT

Talks, workshops, wellness discovery, connection and beautiful small details



WHO

Up to 500 curious and awakening women, plus wellbeing practitioners

PEOPLE LOOKING FOR MORE

The Sanctuary is for people who are curious about wellbeing, personal growth and spirituality - whether they are just beginning to explore or already know this is part of who they are.



THE CURIOUS WOMAN

She wants something for herself. A fresh perspective and more than the everyday routine.



THE AWAKENING WOMAN

She’s exploring spirituality, healing or personal growth and wants a grounded space to go deeper.



THE PRACTITIONER

She has something to share and wants to grow it alongside the right people.

LUXURY EXPERIENCES THAT CREATE REAL CONNECTIONS

I absolutely LOVE Fenn’s events! From the minute you walk through the door you feel at “home”. First Class stall holders and workshops. I cant wait for the next one.

Julie



Thank you soooo much Fenn, you really know how to create a VIBE! My friends and I had the best day and connected with some amazing souls.
The workshops were so interesting and insightful and I actually learnt alot about myself.
It was so good to actually have a day for me. xx

Sara



THEY ARE DISCERNING

They value quality & substance and support brands that genuinely belong in the room.

Live experiences turn *interest* into *purchases*

95%

of attendees say they trust brands more after participating in one,

61%

are more inclined to purchase after attending a live event.

87%

say the opportunity to discover products, solutions and partners influences their decision to attend.

**SOURCE: FREEMAN, TRUST IN EVENTS RESEARCH 2024; SPARKS, EVENTTRACK 2026.*











The Sanctuary is designed to keep people *exploring*, *connecting* and *discovering* not just doing a quick lap of the room.

200-400
avg. visitors

30-65
age

3-6
hours

30+
past events

*SOURCE: SOUL EMPIRE PREVIOUS EVENTS.

Everyone has a story to tell, which is lovely

Some people are new to the spiritual side, some people have done it for a long time. A real mixture. Just the whole feel of the whole event is brilliant. I've loved everything, the energy, the people, the readers, like feeling vibes.

Ceri Edney
Crystal Business Owner

The atmosphere is calming, positive and welcoming

Everyone looks out for each other. It feels like a lovely family of traders.

Janet Mist
Boho&Blue

MARKETING & PROMOTION STRATEGY





Digital Marketing

Social Media
Website
Facebook Ads
Local Directories
Online Articles



Offline Promotion

PR
Posters
Banners
Leaflet Drops
Word of Mouth

CHOOSE THE ROLE THAT FITS YOUR BRAND

OPPORTUNITY	INVESTMENT	AVAILABLE	BEST FOR
Presenting Partner	£4,000	1	A brand wanting to be visibly woven into the whole event
Sanctuary Experience Partner	£1,250	4	A brand naturally suited to one key moment or space
Luxury Details Partner	Varies	5	A brand that wants showcase it’s expertise or create the luxury details
Curated Exhibitor	From £100	Numerous opportunities, limited per category	A brilliant product, service or practitioner experience

PRESENTING PARTNER

PART OF THE STORY FROM THE START

Investment £4,000 | Exclusive | The Sanctuary in partnership with your brand

This is our lead partnership for a brand that wants a clear, high-visibility role in bringing The Sanctuary to life. Your name is integrated into the event story, not simply added to a logo strip.

INCLUDED

- “The Sanctuary in partnership with [Brand]” acknowledgement across agreed event marketing materials and on-site welcome signage.
- A premium, collaboratively designed activation or feature area in a prime location.
- Two dedicated social collaborations, plus prominent positioning on the event website and across three attendee-email placements.
- A speaking welcome, workshop contribution or hosted moment where this genuinely serves the audience.
- Premium exhibitor space, plus four team or community tickets. Category exclusivity can be agreed with the Presenting Partner, subject to existing confirmed exhibitors and partners.
- Logo and brand acknowledgement in the printed event guide and post-event thank-you content.
- A post-event impact summary: ticket sales, event-day attendance, activation activity, QR scans or opt-ins where used, and agreed marketing outputs.

Ideal for: a wellbeing, lifestyle, beauty, hospitality, health or conscious consumer brand ready to show up with care, not clutter.



**Example experiences generated by AI, real experiences will differ.*

SANCTUARY EXPERIENCE PARTNERS

SPONSOR A MOMENT PEOPLE REMEMBER

Investment £1,250 each | Four opportunities

These are the heart of the pack: partnerships that fund a distinct, useful part of the day. Each partner receives a natural story to tell before, during and after the event - and one specific way to make that moment their own.

INCLUDED

- Named “in partnership with [Your Brand]” recognition around the selected experience.
- A well-positioned activation or discovery table beside the space.
- One social acknowledgement and one attendee-email acknowledgement.
- A QR code, competition, booking incentive or sample-led opt-in route, subject to the agreed activation.
- Two event tickets, printed guide acknowledgement and inclusion in the post-event thank-you.

THE OPPORTUNITIES



The Welcome Experience

Give guests a memorable welcome with branded arrival cards, a little surprise and an easy way to discover your brand.



The Workshop Space

Your brand alongside the day's workshops with signage, mentions & something useful for attendees to take away.



The Retreat Lounge

Be part of a beautiful space where guests can sit, relax and connect, with thoughtful touches from your brand.



The Sanctuary Boutique

Visibility for your brand throughout the place where guests browse, shop and discover.

**Example experiences generated by AI, real experiences will differ.*

LUXURY DETAILS PARTNERS

THE LITTLE THINGS ARE THE WHOLE POINT

Investment variable | Five opportunities

The Sanctuary feels special because of the little things: the card guests take home, the tea they pause with and the care in every detail. Luxury Details Partners make one of those moments possible, with subtle recognition that feels right for the day.

INCLUDED

- Partnership of one named Sanctuary detail
- Discreet “supported by” recognition at that experience
- One pre-event social acknowledgement
- Two tickets to Soul Sanctuary
- Website and printed event-guide acknowledgement
- Post-event thank-you inclusion
- Optional QR code, offer or invitation where it suits the experience

Ideal for: brands in wellbeing, beauty, hospitality, gifting, stationery, floristry, food and drink, home, lifestyle and thoughtful local businesses.

LUXURY DETAILS

CHOOSE THE MOMENT YOU HELP CREATE

Each Luxury Details Partner helps bring one memorable part of the guest experience to life, from the welcome guests receive to the details they take home with them. Choose the moment that fits your brand, then support it through the investment or in-kind contribution shown below.

OPPORTUNITY	CASH INVESTMENT	IN KIND OPTION
Attendee gift experience	£600	Product contribution
Tea and recharge station	£800	Suitable product, staffing or hospitality provision
Reflection cards or journals	£700	Print or product supply
Photo moment	£900	Installation, styling or production contribution
Floral and scent experience	£900	Floral, candles or sensory styling contribution

CURATED EXHIBITORS

BE DISCOVERED IN THE RIGHT ROOM

From £100 per exhibitor | Limited spaces per category

The Discovery Hall will be a beautiful, calm place for attendees to explore products, services and practitioners they will be genuinely pleased to find. We will curate categories carefully and prioritise quality, warmth and interaction.

YOUR SPACE INCLUDES

- A 6ft (1.8m) table space with two chairs and a linen tablecloth.
- Two exhibitor passes and access to the event networking moments.
- Listing in the printed event guide and on the event website.
- Power access where requested in advance and venue capacity allows.
- Option to include a product or offer in the attendee gift experience, subject to approval.

Ideal for: Wellbeing, beauty, home, lifestyle, spiritual and creative brands; independent practitioners; and services that complement the day. We will not accept businesses that feel salesy, poor-quality, unrelated or in direct conflict with confirmed partners.

THE SOUL EMPIRE VALUES

Every partnership is chosen with care. Your brand should make the attendee experience richer, easier, calmer, more beautiful or more useful.



LOVE AND CARE

We make care visible in every detail – from the welcome to the way someone is guided around the event.



CONNECTION

We create space for people to come home to themselves and to each other.



EVERYONE MATTERS

There is no hierarchy of humans here. Every attendee is a VIP.



QUALITY OVER QUANTITY

We would rather have fewer, brilliant partners than a room full of random stands.



DISCOVERY

People should leave with something they did not arrive with: an idea, a connection, a question or something useful to try.



NO HARD SELL

No hidden agenda and no pretending. Partners show up with care, clarity and something genuinely useful.

TOGETHER LET'S CREATE SOMETHING UNFORGETTABLE

We don't believe the best partnerships come off a shelf.

Tell us a little about your brand and what you'd like to achieve. We'll recommend the opportunity that fits best and explore how your brand could become part of The Sanctuary experience.

LET'S TALK PARTNERSHIP

Partnership enquiries:
soulempire.uk/partners

Exhibitor applications:
soulempire.uk/exhibit

