



Make It Flow Festival - Investor Details

Event: Make It Flow Festival

Location: St George's Church, Kemp Town

Date: Saturday, February 24th, 2024

Time: 10am to 6pm





Welcome to **Make It Flow Festival 2024** - an immersive celebration of the flow state and its transformative influence on our well-being, productivity, and overall quality of life. This event invites you to align your charity with a unique experience featuring an array of creative and well-being workshops and talks, led by esteemed artists, practitioners, and professionals from the local community and beyond.

The creators behind the Make It Flow Festival, Beth Chaplin and Cherry Jordan, share a deep commitment to promoting the concept of the flow state and are driven by a desire to assist individuals in discovering their unique state of flow.

Cherry is a Creative Industries Coach and the visionary behind www.thebrainspa.co.uk. In addition to this Cherry is also a 'part-time potter' and within her coaching practice and her exploration of ceramics, she immerses herself in the flow state and has experienced firsthand the benefits that this state can bring, not just in work, but in all areas of life.

Professional jeweller Beth is an experienced teacher and has a successful career in the arts. She founded www.rose-honey.co.uk 2 years ago and her popular jewellery carving workshops stem from her passion to create a relaxing and meditative environment for participants to create a unique piece of silver jewellery, often starting from zero skills. She was inspired to create a platform for other like minded skilled craftspeople who love sparking creativity in others through teaching workshops.

The Essence:

Make It Flow Festival 2024 seeks to guide attendees toward discovering activities that enable them to tap into the state of flow. This state, grounded in scientific research, is proven to enhance happiness, relaxation, interest, and connection – all crucial in the face of today's demanding world.

Engaging in mindful and challenging activities that immerse participants in the present moment while pursuing their passions characterises the flow state. This calm concentration holds the potential to positively influence every facet of life, contributing to holistic well-being.

This event not only empowers individuals to explore new hobbies that lead to the flow state's benefits but also bolsters the local economy and establishes Brighton & Hove as a thriving well-being hub.

Make It Flow Festival aspires to grow in the coming years into a cornerstone of the city's annual calendar, offering an enriching experience that resonates with participants long after the festival concludes. Starting modestly as a one day event, it's our intention to expand into a whole weekend, making it a firm annual fixture.

As one of our charities, you will have the unique opportunity to connect with fresh audiences, promote your cause directly to potential clients, and play a foundational role in supporting this significant annual gathering.

The Experience:

Participants will depart the festival with:

- Fresh knowledge and skills
- A profound appreciation for the benefits of the flow state and its potential to elevate their lives
- A clearer view of the diverse workshop experiences, hobbies, and flow state activities accessible in Brighton & Hove
- Unforgettable memories of a premier event with captivating aesthetics
- A sense of pampering and exceptional value for their participation
- The gratification of crafting beautiful items and absorbing workshop insights to take home
- New connections and friendships forged
- Opportunities to support local artists, craftsmen, and experiences through purchases
- The delight of savouring delectable cuisine and discovering new local favourites
- An ignited passion for a hobby that genuinely sparks interest and inspiration
- A lasting drive to continue exploring flow state activities beyond the festival



Event Collaborations:

Executing a dynamic event like Make It Flow Festival requires collaboration which will be enhanced greatly by then engagement of or chosen charities. Their passion and support lay the foundation for the festival's success ensure a remarkable experience for all.

The Offering:

As one of the Make It Flow charities you will be given the opportunity to:

- Give a talk, explaining the work of your charity and how it aligns to Make It Flow's mission
- 2 tickets for beneficiaries to your charity to attend the festival
- Run a stall for your charity in a prominent position in the hall
- Receive branding opportunities within the festival
- Positioning in the festival program
- Short bio and blurb on the Make It Flow website.
- Inclusion in boosted local social media posts
- Instagram Takeover possibility
- Use of festival logo for promotional purposes
- Invitation to the Make It Flow launch party in November 2023
- Attend the Make It Flow after party!


Volunteering:

We would also like to offer your beneficiaries the opportunity to volunteer at the festival. By doing so, they will be given the opportunity to:

- Gain event experience.
- Learn about running a workshop.
- Collaborate with passionate individuals while supporting a cause they value.
- Access to the Make It Flow talks on the day and hopefully at least 1 workshop
- Attend the Make It Flow after party!
- Be part of this transformative experience and connect with the flow state through Make It Flow Festival.

Going Forward:

If you are interested in being a participating charity please email info@makeitflowfestival.com telling us about your work and how you feel it aligns with Make It Flow. If you are successful you will receive further details regarding set-up and the launch party in due course.

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