

# Wallingford Wellbeing Festival

October 10 & 11, 2026 | 10:00 AM – 6:00 PM  
The Kinecroft, Wallingford, South Oxfordshire



**Partner & Sponsorship Opportunities**



# Why This Festival...

The Wallingford Wellbeing Festival exists because health and wellbeing is not something separate from community - it is created within it.

Over recent years, many of us have felt a growing desire for deeper connection, contribution, and continuity. A sense that while life may be full, something essential has been missing: spaces where people can come together, feel they belong, learn something meaningful, and reconnect with what truly supports health and joy in everyday life.

Wallingford is uniquely placed for this moment. It is a town rich in warmth, generosity, and quiet brilliance - a place where community is not just a word, but a lived experience. From shared green spaces and river walks to local initiatives and long-standing relationships, there is a collective spirit here that naturally supports both health and wellbeing.

This festival has been created to honour that spirit. Rather than focusing on trends, extremes, or escape, the Wallingford Wellbeing Festival is designed for real life. It brings together evidence-based insight, ancient wisdom, lived experience, and practical tools across eight interconnected pillars of wellbeing - recognising that health does not live in silos, and neither do people.

It is being curated to be inclusive, accessible, and grounded.  
A festival for all ages, backgrounds, and stages of life.  
A space to explore, experience, learn, connect, and collaborate.

In short, this festival exists because belonging is a wellbeing intervention in itself - and this community is ready for it.



**2,500 +  
Expected  
Attendees**

# Why Partner With Us

Partnering with the Wallingford Wellbeing Festival is not about logo placement alone. It is about alignment, trust, and meaningful contribution.

## **Trusted leadership**

The festival is founded and led by an experienced health and wellbeing professional with over 30 years' experience across clinical practice, global education, and high level workplace strategy and community wellbeing initiatives. This ensures thoughtful curation, ethical delivery, and professional standards throughout.

## **Community credibility**

Rooted in Wallingford, the festival is inspired by the town's strong tradition of heart-led, volunteer-powered community initiatives that have shaped its identity and sense of togetherness.

Wallingford is widely recognised for award-winning events such as BunkFest, Europe's largest free, family-friendly music festival, demonstrating what is possible when community, accessibility, and generosity sit at the centre.

The Wallingford Wellbeing Festival is being created in the same spirit - grounded in integrity, collaboration, and lived connection, with the intention of becoming a valued and enduring part of the town's cultural and wellbeing landscape.

## **Multi-generational reach**

The festival is intentionally designed to welcome children, young people, adults, families, and older residents – creating rare opportunities for intergenerational engagement and shared experience.

## **Editorial + experiential blend**

Partners benefit from a unique combination of storytelling and immersive experience – through talks, workshops, demonstrations, playful activations, editorial features, and community-facing content that extends beyond the festival weekend.

## **Long-term legacy**

This is not a one-off event. Partnerships support the foundation for ongoing wellbeing initiatives, learning, and community activity throughout the year, creating sustained local impact.



# What Your Support Enables

Partner support is what allows the Wallingford Wellbeing Festival to be delivered with integrity, care, and impact.

**Your involvement helps ensure:**

## **1. Free access**

A significant proportion of festival experiences can be offered free or at low cost, removing financial barriers and widening access to wellbeing support.

## **2. Safe delivery**

Professional infrastructure, insurance, safeguarding, health and safety, and compliance – ensuring the festival is responsibly delivered and genuinely welcoming to all.

## **3. High-quality, immersive, and inclusive experiences**

Thoughtfully curated programming, skilled facilitators, accessible spaces, and experiences that are engaging, practical, and meaningful – not superficial or exclusive.

## **4. Year-round wellbeing impact**

Support extends beyond the festival weekend, contributing to the development of ongoing community wellbeing activities, resources, and connections throughout the year.

# Sponsorship Packages



**SELLING  
FAST**

Together, sponsors, partners, funders, contributors, and volunteers make it possible to create a festival that truly reflects the wellbeing of the whole community.

# **GOLD SPONSOR**

## **Festival Partner**

£15,000 | Limited availability

### **Positioning**

Gold Sponsors are the partners who make the festival possible.

Your support enables the infrastructure, safety, and scale required to deliver a high-quality, inclusive wellbeing festival for the whole community.

This is a leadership-level partnership for organisations that value impact, credibility, and meaningful connection, not just visibility.

### **What Your Support Enables**

A Gold Sponsorship directly contributes to:

- The provision of core festival infrastructure (marquees, AV, insurance, compliance, facilities).
- Keeping the festival accessible and welcoming, with many experiences offered free (80%) or at low cost
- The professional delivery of a festival rooted in belonging, education, and community health and wellbeing.

**GOLD PARTNER**

## **What You Receive**

- Prominent Brand Alignment as a Festival Partner
- Naming rights to a key festival zone or wellbeing pillar with a permanent activation throughout the festival duration
- Opportunity to contribute to festival programming and thematic curation

## **Primary branding on:**

- Prime festival marquee or zone
- Festival website homepage
- Printed event programme (cover and internal premium placement)
- Festival Merchandise (TBC)

## **Thought Leadership & Storytelling**

- A featured keynote-style session. Plus, two daily talks or variable activations within your sponsored / relevant zones
- A pre-event editorial interview or story feature shared across festival platforms (deep dive)
- Post-event content inclusion to extend reach and legacy

## **Editorial & Media Presence**

- A dedicated feature in Wallingford Wellbeing Magazine (digital edition) - minimum 3 full pages
- Logo inclusion with hyperlinks across digital resources and platforms

## **Relationship & Experience**

- Invitations for up to four guests to the pre-event drinks reception
- Priority hosting and networking during pre-festival launch activity
- Acknowledgement as a principal festival partner in sponsor communications and pre-festival promotional activity
- Optional inclusion as a guest on Michelle's new UK Health Radio show

## **Ideal For**

- National or regional wellbeing, health, lifestyle, finance, or purpose-led brands
- Organisations seeking authentic community alignment
- Businesses wanting to be seen as enablers of positive social impact

# SILVER SPONSOR

## Experience and Activation Sponsor

£7,500 | Limited availability

### Positioning

Silver Sponsors bring the festival to life. Your support enables immersive experiences, learning spaces, and practical wellbeing activities that people can engage with directly.

This partnership suits brands that value engagement, relevance, and real-world interaction.

### What Your Support Enables

A Silver Sponsorship helps fund:

- Designated experience zones and / or themed areas
- The delivery of workshops, demonstrations, and talks
- Professional event logistics that ensure quality and safety

SILVER SPONSOR

## **What You Receive**

Visible, Meaningful Presence – Branding within a designated festival zone or marquee

## **Logo placement across:**

- Festival website
- Printed programme
- Digital festival communications

## **Curated Engagement**

- 1-2 hosted sessions, demonstrations, or talks aligned with your expertise each day
- Opportunity to co-create an ongoing activation that feels natural, human, and relevant

## **Editorial & Digital Reach**

- Logo inclusion in Wallingford Wellbeing Magazine festival edition
- Pre-event and post-event social media acknowledgement
- Inclusion in sponsor thank-you and promotional communications

## **Connection & Access**

- Invitations for two guests to the pre-event drinks reception
- On-the-day hosting and networking opportunities. Plus, an invitation to a selected pre-festival launch event activity

## **Ideal For**

- Regional businesses and aligned health and wellbeing brands
- Clinics, studios, service providers, and aligned organisations
- Companies seeking active engagement rather than headline partnership

## **BRONZE SPONSOR**

### **Community Support Sponsor**

£3,500

#### **Positioning**

Bronze Sponsors support access, inclusion, and community participation.

Your contribution helps ensure the festival remains welcoming, well-run, and grounded in its values.

This is a supportive partnership for businesses who want to stand alongside the festival without a large activation footprint.

#### **What Your Support Enables**

A Bronze Sponsorship contributes to:

- Shared festival infrastructure and operational costs
- Community-focused programming
- Family-friendly and inclusive elements of the event

**BRONZE SPONSOR**

## **What You Receive**

- Brand Recognition

## **Logo placement on:**

- Festival website
- Printed event programme
- Shared sponsor signage onsite

## **Festival Presence**

- Opportunity to be acknowledged as a supporting and valued sponsor
- Optional inclusion in a shared activation or demo slot (subject to curation), across the festival weekend

## **Communications**

- Inclusion in sponsor thank-you communications
- Group acknowledgment across festival digital channels

## **Ideal For**

- Local and regional businesses
- Professional service providers
- Organisations wishing to demonstrate community support and goodwill

**NOTE:** All sponsorships contribute not only to the delivery of the festival weekend, but to the development of ongoing wellbeing initiatives and community-led activity throughout the year.

@WallingfordWellbeing

# Interested in being involved?

If you would like to explore sponsorship, partnership, or exhibitor opportunities, or simply have a conversation about how you might support the festival - please get in touch.

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**Email:** [Info@WallingfordWellbeingFestival.co.uk](mailto:Info@WallingfordWellbeingFestival.co.uk)

**Phone Michelle:** 07974 129 234

**Visit:** [www.WallingfordWellbeingFestival.co.uk](http://www.WallingfordWellbeingFestival.co.uk)

**Let's make wellbeing inclusive and accessible—together**

