

Sustainability Sensendipity

POP UP





Meet The Team

GABRIELA WOJCIK

PROGRAM DIRECTOR

CLARISSA MCELROY

ASSISTANT PROGRAM DIRECTOR

LEAH GAFFNEY

BUDGETING DIRECTOR

DANIELLE FREITAS

MARKETING DIRECTOR

WINDALISYS DIAZ


CREATIVE DIRECTOR

FELICIA CHIGARU

CREATIVE DIRECTOR

Our Values

POSITIVITY 

 EDUCATION

INSPIRE 

 VITALITY



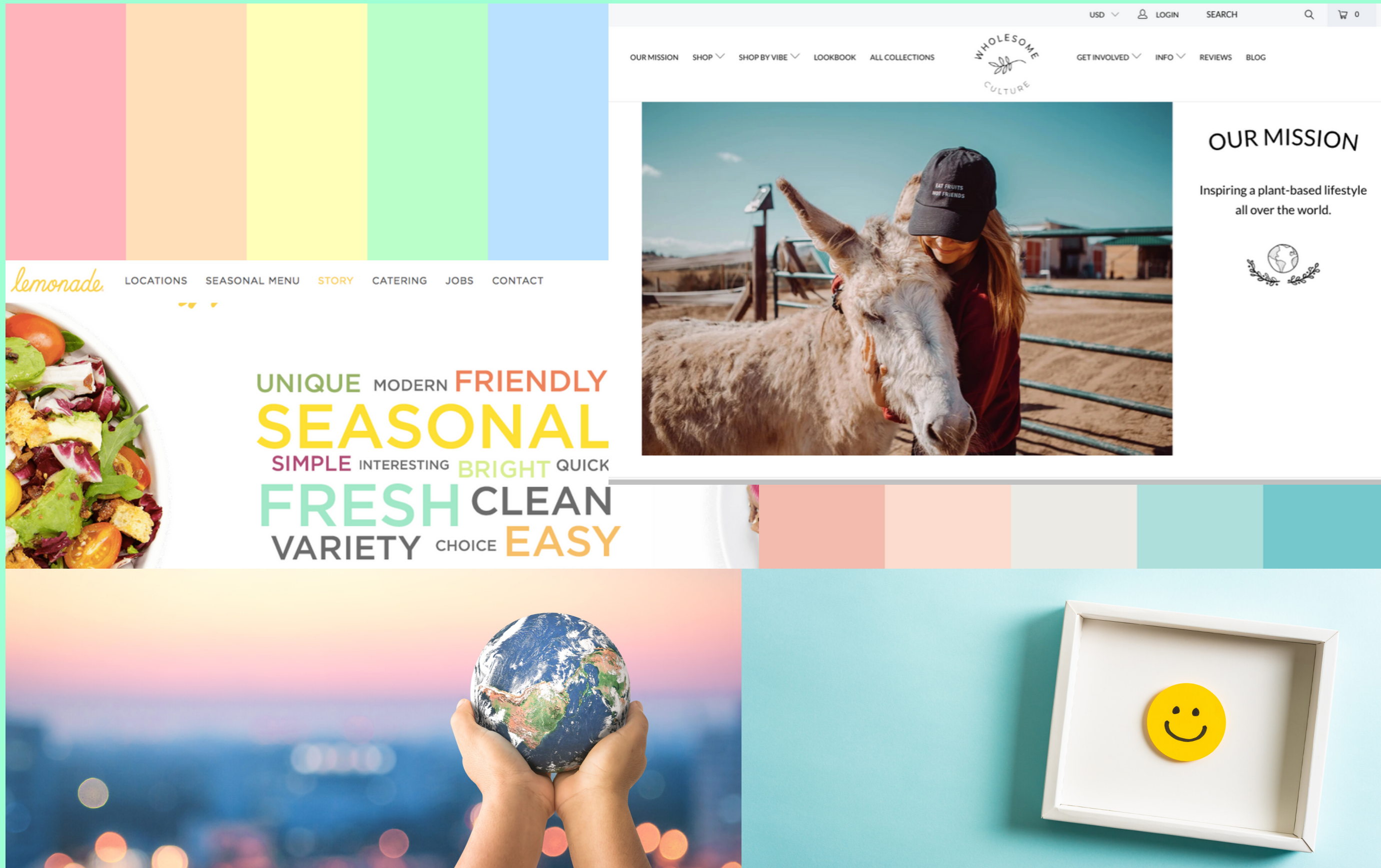


Our Mission



**"TO PROVIDE GUIDANCE FOR
ANYONE WHO IS SEEKING TO
BOOST THE PLANET'S HEALTH
AND THEIR OWN"**

Mood Board / Aesthetic



Logos



Company's Logo

Represents the our clean, pastel aesthetic. The flower represents nature and well being which is the primary focus of all our events.



Event's Logo

Yellow circle symbolizes the sun that shows our respect for the earth. It also adds a vibrant color to catch the attention of potential customers/attendees

Demographic & Target Audience

LOCAL DEMOGRAPHIC (2018-2019)

HISPANIC: 41.3%

WHITE: 29.2%

FEMALE RATIO: 51%

MALE RATIO: 49%

MEDIAN AGES OF POPULATION: 25-34

Target Audience:

FEMALE

MILLENNIALS

Demographic info found at:

<https://datausa.io/profile/geo/long-beach-ca/#demographics>

<https://www.towncharts.com/California/Demographics/Long-Beach-city-CA-Demographics-data.html>

The Location



SHORELINE PARK
LONG BEACH, CALIFORNIA



Setup / Layout



THE FACTS

- EVERY VENDOR WILL HAVE A 10 X 10 SLOT
- WE HAVE 20 FOOD VENDORS
- STAGES ARE EQUIPPED WITH SPEAKERS AND SCREENS
- WATER STATIONS WILL BE LOCATED:
 - NEAR MERCHANDISE BOOTH
 - NEAR FIRST AID BOOTH
 - NEAR MAIN STAGE

Date & Time

SATURDAY

SEPTEMBER 12 2020

10 AM - 6 PM

Why?

1.) THERE ARE NO MAJOR EVENTS HAPPENING IN THE AREA AT THIS TIME TO PULL INTEREST AWAY FROM OUR EVENT.

2.) FOR AN ALL DAY EVENT, WE WANTED TO CHOOSE A TIME DURING THE SUMMER , BUT DIDN'T WANT IT TO BE TOO HOT.



Transportation

POSSIBLE PARTNERED PARKING

- LONG BEACH CONVENTION CENTER PARKING
 - 18 MINUTE WALK FROM GENERAL LOCATION

ALTERNATIVE TRANSPORTATION

- THE LONG BEACH TRANSIT
 - LOCAL BUS
- THE PASSPORT
 - FREE LOCAL BUS SHUTTLE
- THE LONG BEACH WATER TAXI

SURROUNDING PARKING LOTS

- THE PIKE OUTLETS
 - \$9.00 FOR 4 HOURS
 - 11 MINUTE WALK FROM GENERAL LOCATION
- AQUARIUM OF THE PACIFIC PARKING
 - \$6.00 FOR 4 HOURS
 - 5 MINUTE WALK FROM GENERAL LOCATION
- THE LANDMARK SQUARE PARKING
 - \$12 FOR 2.5 HOURS
 - 13 MINUTE WALK FROM GENERAL LOCATION

Ticketing / Check In

★ FREE ENTRY ★

- ONLINE CHECK-IN ON IPAD
 - NAME, ZIP CODE, EMAIL ARE REQUIRED
 - ENROLLMENT INTO WORKSHOP/PANELS ARE CHOSEN AS SOME ARE CAPPED.



Influencers



phil torres

BIOLOGIST & JOURNALIST
SUSTAINABILITY ADVOCATE



lauren giraldo

YOUTUBER
SHARES HER HEALTH JOURNEY



jennelle eliana

YOUTUBER
LIVES OUT OF A VAN
PROMOTES A SUSTAINABLE
LIFESTYLE

Fitness Pop Ups



305 Fitness

TWO 45-MINUTE DANCE CARDIO CLASSES
NO EQUIPMENT NEEDED

NYC BASED FITNESS STUDIO, WITH A POP UP IN LOS ANGELES.



Free Spirit Yoga

TWO 45-MINUTE YOGA PRESENTATIONS
BRING YOUR OWN MAT -OR- RENT ONE FOR \$8

LOCAL FITNESS STUDIO IN LONG BEACH

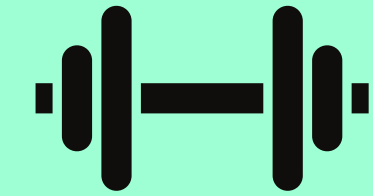


Schedule

Sustainability Serendipity Festival Lineup

SATURDAY 9/12

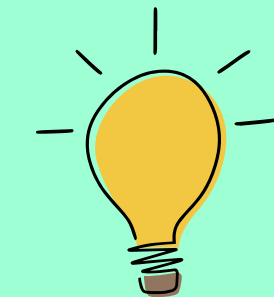
5:00 AM	LOAD IN	Event Team, Production Team, Electricians, Water Trucks, Local Volunteers & Sponsor Volunteers
8:00 AM	VENDOR SETUP/LOAD IN	All Vendors and Sponsors arrive at location and begin unloading and setting up.
9:30 AM	STAFF CHECK IN	Influencers & Fitness Instructors arrive. Security and EMS Arrive. Final Roll Call for ALL Staff, Vendors, Sponsors, Influencers & Workshops.
9:45 AM	FINAL CHECK / SETUP	All Staff, Security and EMS report to Event Check In area. Vendors and Sponsors report to their booths.
10:00 AM	EVENT STARTS / CHECK IN BEGINS	All vendors and sponsor booths are set up and ready for attendees. Security is stationed throughout the event at their locations. EMS is stationed at First Aid Booth. Event Team is at location. Production Team is ready at the Main Stage.
10:45 AM	WORKSHOP SETUP	Free Spirit Yoga Instructor should check in at the Main Stage. Screen / Video / Audio Check happens now. Make any final adjustments before the start of workshop. Attendees can start setting up their mats and securing a spot at this time.
11:00 AM	YOGA WORKSHOP	Free Spirit Yoga Workshop Begins.
11:45 AM	WORKSHOP ENDS	Production Team and Volunteers clear the area.
12:00 PM	Q & A SETUP	Main Stage is set up with a microphone and chair for speaker. Phil Torres checks in at stage.
12:15 PM	Q & A PHIL TORRES	30 MINUTES. Production Team & Event Staff moderates to ensure timeliness.
12:45 PM	END OF Q & A / SETUP	Production Team and Volunteers clear the stage and area. Setup for 305 Fitness. Instructor checks in at stage.
1:00 PM	305 FITNESS CLASS	305 Fitness Class begins.
1:45 PM	END OF CLASS	Production Team and Volunteers clear the area.
2:00 PM	Q & A SETUP	Main Stage is set up with a microphone and chair for speaker. Jennelle Eliana checks in at stage.
2:15 PM	Q & A JENNELLE ELIANA	30 MINUTES. Production Team & Event Staff moderates to ensure timeliness.
2:45 PM	END OF Q & A / SETUP	Production Team and Volunteers clear the stage and area. Setup for Free Spirit Workshop. Instructor checks in at stage.
3:00 PM	YOGA WORKSHOP	Free Spirit Yoga Workshop Begins.
3:45 PM	END OF CLASS	Production Team and Volunteers clear the area.
4:00 PM	Q & A SETUP	Main Stage is set up with a microphone and chair for speaker. Lauren Giraldo checks in at stage.
4:15 PM	Q & A LAUREN GIRALDO	30 MINUTES. Production Team & Event Staff moderates to ensure timeliness.
4:45 PM	END OF Q & A / SETUP	Production Team and Volunteers clear the stage and area. Setup for 305 Fitness. Instructor checks in at stage.
5:00 PM	305 FITNESS CLASS	305 Fitness Class begins.



Fitness Workshops

ON THE HOUR | 11AM, 1PM, 3PM, 5PM

45 MINUTES EACH



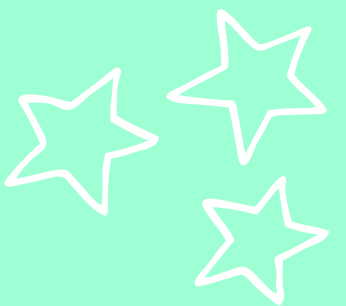
Influencer Q & A

ON THE 15'S | 12:15PM, 2:15PM, 4:15PM

30 MINUTES EACH

Schedule (ctd.)

5:30 PM	VENDOR BREAKDOWN BEGINS	Vendors & Sponsor Booths can begin breakdown while class is happening to ensure quicker and smoother cleanup after class gets released.
5:45 PM	END OF CLASS	Production Team and Volunteers clear the area. Begin breakdown of stage and all equipment.
6:00 PM	OFFICIAL END OF EVENT	Security & Volunteers begin clearing the event area and direct them towards the exit.
7:00 PM	BREAKDOWN	
8:00 PM		
9:00 PM		
10:00 PM		
10:00 PM	BREAKDOWN FINISHED / AREA IS CLEARED	ALL STAFF AND VOLUNTEERS SHOULD BE CLEARED FROM THE AREA. PRODUCTION TRUCKS AND VEHICLES SHOULD BE CLEARED. FINAL SWEEP OF THE AREA SHOULD BE COMPLETED BY EVENT TEAM.



Vendors

FOOD



AND MORE!
— ❁ —

HEALTH/ WELLNESS



FASHION/BEAUTY



Sponsorships



W3LL PEOPLE™
Beauty Conscious



Sponsorship Package



Company Logo on our complimentary Canvas Tote

- exposure to all attendees, even after the event is over!



Featured in our Monthly Newsletters

- opportunities for exclusive coupons and discounts
- featured company content



Commercial Spotlight on Sponsors throughout Event

- featured on our main stage screens!

Merchandise



Free

Sell at \$10



Merchandise items are ethically and environmentally sourced.

Both are fabricated in the USA.

Canvas Totes are made with 100% recycled cotton.

Water bottles are stainless steel, recyclable, BPA free aluminum.

Budget

Starting Budget: \$72,000

Total Expenses:
\$62,496.90

Contingency Budget:
\$9,503.10

Worst Case: assumes 40%

Best Case: assumes 100%

	Estimated	Actual	Worse Case Scenario	Best Case Scenario
Beginning Balance	\$72,000.00	\$72,000.00	\$72,000.00	\$72,000.00
EXPENSES:				
Groundskeeping:	\$500.00	\$585.00	\$585.00	\$585.00
Advertising:	\$12,000.00	\$3,643.00	\$3,643.00	\$3,643.00
Merchandise Costs:	\$8,000.00	\$7,421.00	\$7,421.00	\$7,421.00
Event Venue:	\$3,000.00	\$2,382.40	\$2,382.40	\$2,382.40
iPad Rentals:	\$1,000.00	\$1,299.00	\$1,299.00	\$1,299.00
Production Team:	\$15,000.00	\$18,000.00	\$18,000.00	\$18,000.00
Speakers/Entertainment:	\$20,000.00	\$15,090.00	\$15,090.00	\$15,090.00
Production Creative:	\$1,000.00	\$1,529.70	\$1,529.70	\$1,529.70
Water Trucks:	\$1,500.00	\$1,320.00	\$1,320.00	\$1,320.00
Portapotties:	\$2,500.00	\$4,000.00	\$4,000.00	\$4,000.00
Charging Stations:	\$1,000.00	\$2,052.00	\$2,052.00	\$2,052.00
Rental Mats:	\$1,000.00	\$574.80	\$574.80	\$574.80
Security/EMS:	\$2,500.00	\$4,600.00	\$4,600.00	\$4,600.00
TOTALS	\$69,000.00	\$62,496.90	\$62,496.90	\$62,496.90
REVENUES:				
Given Budget:	\$72,000.00	\$72,000.00	\$72,000.00	\$72,000.00
Vendor Payments:			\$32,850.00	\$32,850.00
Sponsor Payments:			\$15,000.00	\$15,000.00
Merchandise Sales:			\$2,000.00	\$5,000.00
Mat Rentals/Sales:			\$768.00	\$1,920.00
TOTALS	\$72,000.00	\$72,000.00	\$122,618.00	\$126,770.00
CONTINGENCY BUDGET:	\$3,000.00	\$9,503.10	\$9,503.10	\$9,503.10
NET INCOME:	\$3,000.00	\$9,503.10	\$60,121.10	\$64,273.10

Breakeven Analysis

EXPENSES:	
Groundskeeping:	\$585.00
Advertising:	\$3,643.00
Merchandise Costs:	\$7,421.00
Event Venue:	\$2,382.40
iPad Rentals:	\$1,299.00
Production Team:	\$18,000.00
Speakers/Entertainment:	\$15,090.00
Production Creative:	\$1,529.70
Water Trucks:	\$1,320.00
Portapotties:	\$4,000.00
Charging Stations:	\$2,052.00
Rental Mats:	\$574.80
Security/EMS:	\$4,600.00
TOTALS	\$62,496.90
REVENUES:	
Given Budget:	\$72,000.00
Vendor Payments:	\$32,850.00
Sponsor Payments:	\$15,000.00
Merchandise Sales:	\$3,750.00
Mat Rentals/Sales:	\$1,440.00
TOTALS	\$125,040.00
CONTINGENCY BUDGET:	\$9,503.10
NET INCOME: (revenues without our budget)	\$62,543.10

Strengths

- LOCATION IS RIGHT NEAR A BOARDWALK
- CHEAPER VENUE
- ATTRACTS SUPPORT FROM LOCAL BUSINESSES AND INFLUENCERS
- CONNECTIONS TO LIGHTING AND SOUND TEAMS
- OFFERING UNIQUE SESSIONS PAIRED WITH VENDORS AND SPEAKERS





Weaknesses

- NOT CHARGING FOR ENTRY
- BRAND NEW POP-UP WITHOUT MUCH CREDIBILITY
- ONLY ONE DAY
- DATE IS IN SEPTEMBER
- CANNOT AFFORD POPULAR LIVE ENTERTAINMENT

Opportunities

- VENUE IS A VERY POPULAR WEEKEND HANGOUT
- CALIFORNIA SCHOOLS PRIORITIZING SUSTAINABILITY
- YOGA IS THE PINNACLE OF SOUTHERN CALIFORNIA
- 11% INCREASE IN CONCERN FOR GLOBAL WARMING FROM 2015-2018
- LOS ANGELES AREA IS RANKED SECOND HIGHEST LOCATION IN ECONOMIC PERFORMANCE





Threats

- MAJOR EARTHQUAKE PREDICTED TO HIT CALIFORNIA
- VENUE IS OUTSIDE
- LONG BEACH IS ONE OF THE MOST POLLUTED AREAS IN NATION
- BREWERY YOGA EVENTS HAPPENING THE SAME WEEKEND

Contingency

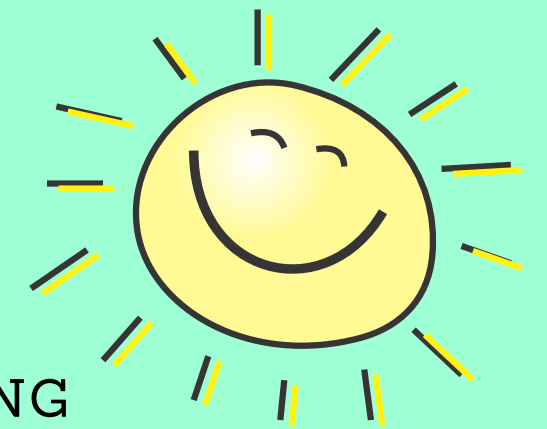
CONDITIONS

- WILL BE HELD RAIN OR SHINE - ONLY CANCELLATIONS IS EXTREME WEATHER CONDITIONS
- 25- 50% REFUNDS WILL BE GIVEN IF SUCH OCCURS OTHERWISE NO REFUNDS
- IN CASE OF NO SHOW VENDOR, WE WILL CONTACT OTHER LOCAL COMPANIES TO FILL IN
- IN CASE OF NO SHOW PERFORMER, GABI WILL FILL IN AS A 305 FITNESS INSTRUCTOR
- WE ALSO HAVE PROPERTY DAMAGE ALLOCATED IN OUR BUDGET



After The Event

Post-Event Survey



EACH ATTENDEE WILL RECEIVE A SATISFACTION SURVEY FOLLOWING THE EVENT.

RESPONSES WILL PROVIDE US WITH NECESSARY FEEDBACK & IMPROVEMENTS THAT CAN BE MADE FOR THE NEXT EVENT.



Monthly Newsletter

EACH MONTH, WE WILL BE SENDING OUT A NEWSLETTER WITH INFORMATION FROM OUR SPONSORS & CONTENT THAT WE HAVE COMPILED AND CREATED THAT ALIGN WITH OUR VALUES AND MISSION STATEMENT.

Questions?