

2019

FESTIVAL RECAP

#theNESSfest



well**NESS**



whole**NESS**



good**NESS**



fit**NESS**

CORE VALUES

The NESS Fest is more than a two-day health and lifestyle festival. Everything we create originates from our unwavering commitment to help you become the best version of yourself and improve the quality of your life. This mission stems from our core values of:

- A health-centric focus on overall well-being
- A dedication to look inward first before focusing on the outside
- A promise to preach the unselfishness of making self-care a priority
- A passion to help even just one person take a step closer to achieving their personal growth goals
- A commitment to the Upstate that drives us to make impactful decisions benefitting the health and lifestyle of our community

These core values guide our organization every day. This allows us to organically put these beliefs into action throughout our community based on four specific pillars:

wellNESS, goodNESS, fitNESS and wholeNESS

Just like the circle our logo represents, these pillars must work together in unison to bring to fruition a complete and total you, i.e. the absolute best version of you. It is our belief that a better YOU results in a better US.



FESTIVAL GOALS

The NESS Fest combines the fundamentals of healthy living with the forward thinking of engaging a better version of you than the day before. The NESS team is focused on inspiring an awareness that is not just for a moment, but for a lifetime.

To create a lifelong change in one person's life, which creates a ripple effect to their immediate family and friends, then grows to their neighbors - and so on and so forth, until we've reached an entire community or city.

This is the NESS dream: Resulting in a purposeful community-driven festival providing powerful tools that will evoke the best **YOU**.

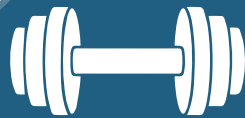




THE NUMBERS



80
**VENDOR
BOOTHS**



40
**WORKOUT
CLASSES
EACH DAY**



30
**SPEAKERS
& INDUSTRY
PROFESSIONALS**



800+
**ATTENDEES
OVER
TWO DAYS**

SOCIAL MEDIA

[as of 1/1/2020]



@theNESSfest
3,230+ FOLLOWERS

46% 25 - 34 YEARS OLD
27% 35 - 44 YEARS OLD
12% 45 - 54 YEARS OLD



@theNESSfest
1,101 FOLLOWERS | 1,060+ LIKES

26% 25 - 34 YEARS OLD
26% 35 - 44 YEARS OLD
17% 45 - 54 YEARS OLD

"I loved having all realms of health represented - from both physical to mental health. I loved having the workout classes, but even more so, loved the speaking sessions and all the vendors there with plenty of information."

– 2019 attendee



REGIONAL & LOCAL MEDIA/ PR PARTNERSHIPS

Marketing and PR activities included local print media, TV segments, digital advertisements, social media, email campaigns, media outreach, and blogger/influencer partnerships.



GREENVILLE JOURNAL





“This event put a huge spotlight on our business at such an affordable rate. The event was packed with eclectic activities and so much knowledge on what the Greenville community has to offer. From sign up to set up, the process was seamless. The NESS Fest team thinks of everything ahead of time so the day runs smoothly. In short: our business will sign up again next year”

– Ashley Koundry, iTrust Wellness Group

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HEALTH.

PPR



PURPLE Y CARROT

Q
DRINKS



TROPICAL
GRILLE
YOUR HEALTHY ALTERNATIVE

WH
WINE HOUSE
A SHOP AND TASTING ROOM



PEACE OF MIND
PROJECT
PARENTS+COMMUNITIES





“We loved that everyone was open to trying new things, whether it be food, trusting a stranger to hold you in the air or twirling on an aerial silk. Everyone was so nice and it truly was a no judgment zone event!”

– 2019 Attendee



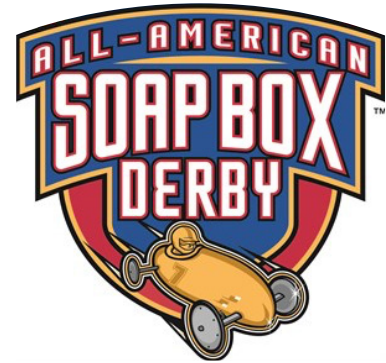
CHARITABLE ORGANIZATIONS



**Big Brothers
Big Sisters.**
OF THE UPSTATE



Pendleton Place
Helping Children. Rebuilding Families.



DOING THE MOST GOOD™





PARTICIPANTS



PARTICIPANTS





A BETTER YOU FOR A BETTER US

VENDORS



VENDORS



VENDORS

SHRED415
MORE THAN A WORKOUT



southern**om**
hot yoga



TPA
THE POLE ACADEMY



TROPICAL GRILLE
YOUR HEALTHY ALTERNATIVE



Wisteria
SALON Aveda SPA



UPSTATE
SPINE & SPORT

9ROUND
30 MIN KICKBOX FITNESS



Looking back on The NESS Fest 2019, we're so thankful for what an incredible year it was!



We're even more excited to announce a change in the 2020 festival...



The NESS Fest's new home is right in the heart of downtown Greenville at the corner of Main + Broad!

We'll be taking over the TD Amphitheater, Wyche Pavilion, areas of Larkin's on the River, and shutting down Broad Street for what is certain to be an UNBELIEVABLE festival year!



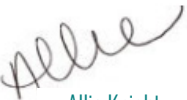
— 2020 —

THANK YOU

for your support
of The NESS Fest 2019!
We can't wait to share more
of what we have in store for
The NESS Fest 2020!




Brenda Luginbill
CEO/Founder


Allie Knight
Festival Director

Believe
YOU CAN
& YOU
will

THE
NESS
FEST