

2018

INAUGURAL FESTIVAL RECAP

#theNESSfest



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 desions 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.

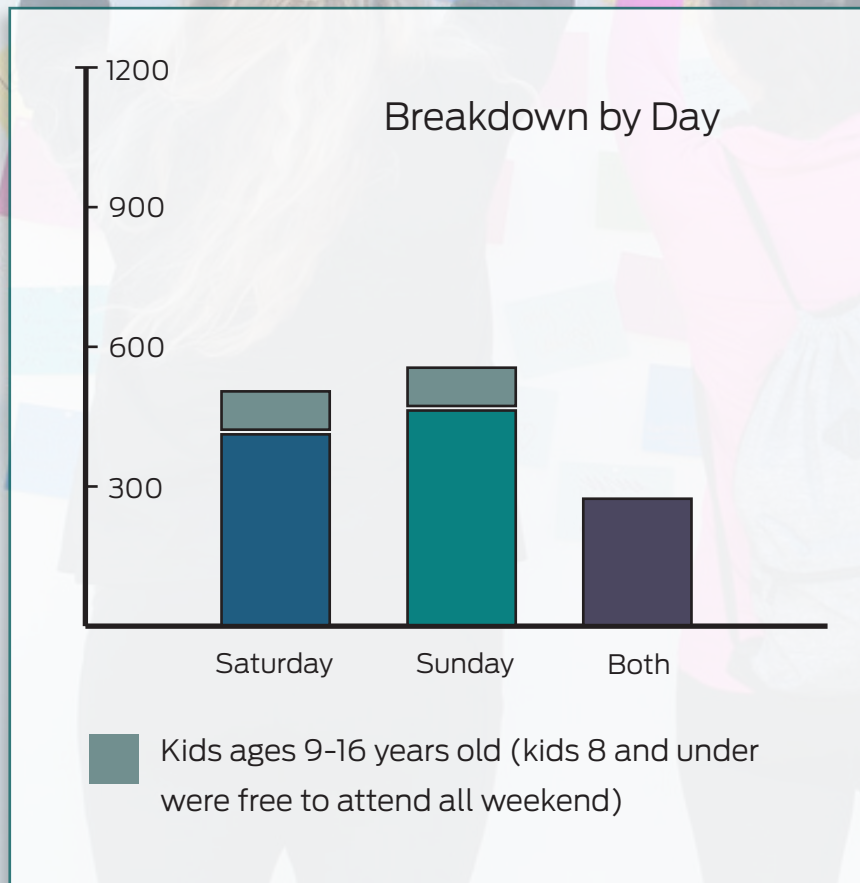




Attendee Breakdown

1,200 people over the course of the festival weekend

Of our 1,200 attendees, we were able to capture zip codes for more than half of those guests. Our most prevalent attendee locations are as follows:



29601 **27.6%**

29607 **12.15%**

29615 **12.5%**

29603 **9.4%**

29605 **6%**

*further breakdown can be provided upon request



Marketing & Public Relations

Marketing activities included local print media, radio spots, TV segments, digital campaign postings, social media, email campaigns, media outreach, and word-of-mouth campaigns.

Total reached by pre-festival advertising:

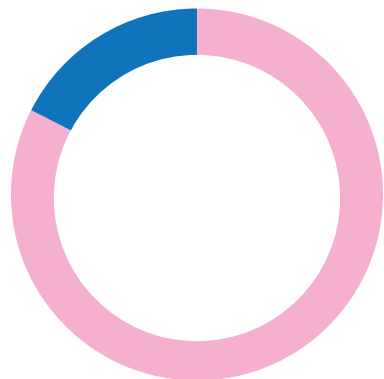
1.1 million people

www.theNESSfest.com was visited by 813 users in August, 1,851 users in September, and 4,857 users in October. In just these three months, the website was viewed over **22,000** times.



@theNESSfest

740+ followers | 720+ likes



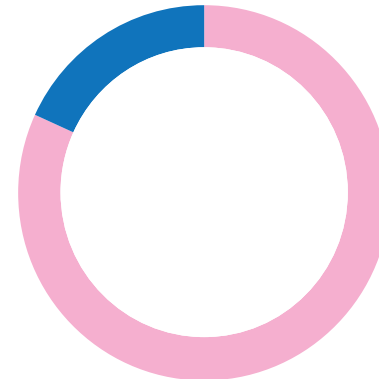
25-34yrs: 28%
35-44yrs: 24%

■ women
■ men



@theNESSfest

2300+ followers



25-34yrs: 47%
35-44yrs: 25%

■ women
■ men





“Fluor Field was the perfect location. The different booths, the energy, the atmosphere – it was all terrific.”

– Media attendee

Regional/Local Media Outlets

TOWN



ESPN
UPSTATE



GREENVILLE JOURNAL



TALK
Greenville



Greenville News
PART OF THE USA TODAY NETWORK

GVL TODAY

GSA BUSINESS
REPORT





“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

Sponsorship Partners



Community Wall Sponsor



Official PR Company



Community Wall Sponsor



Community Wall Sponsor



Community Wall Sponsor



Greenville Downtown Riverplace

Community Wall Sponsor



Community Wall Sponsor



Sponsorship Partners



Community Wall Sponsor



Community Wall Sponsor



Woodruff Road

Community Wall Sponsor



Volunteer Food Sponsor



Community Wall Sponsor



Community Wall Sponsor



Community Wall Sponsor



Sponsorship Partners





“The inaugural NESS Fest was a tremendous success! It was extremely well organized and beautifully presented. I am so happy that we made the decision to participate!”

– Ronnetta Griffin, Ironology Health Solutions



Charitable Partners





Participants

Participant

Adidas
Adrenaline Dance Fitness
Anytime Fitness
Baby Boot Camp
Back to 30
Barre 3
Black Bird Specialties
Blind Fit Girl-Erica Powell
Blush Nutrition
Burn Boot Camp
Canterbury Counseling Center
Carolina Indoor Golf
Chick Fil A
Cindy McGrath Makeup
Club Pilates
Creative Living Wellness
Cyclebar
Design to Connect
DJ Black Caesar
Downtown Yoga Greenville
Due South Coffee
Eleven Eleven Training
Elite Integrated Therapy
Farm Fresh Fast

Location

Spartanburg, SC
Taylors, SC
Greenville, SC
Greenville, SC
Greenville, SC
Greenville / Simpsonville, SC
Greenville, SC
Greenville, SC
Greenville, SC
Greenville, SC
Greenville, SC
Greenville, SC
Greenville, SC
Greenville, SC
Greenville, SC
Greenville, SC
Greenville, SC
Greenville, SC
Greenville, SC
Greenville, SC
Greenville, SC
Greenville, SC
Greenville, SC
Greenville, SC



Participants

Participant

Feed and Seed SC
Fitness With a View
Fuel Physio
Generation Kid Strong
Gold's Gym
Greenville Gymnastics
GHS Cancer Institute
Greenville Humane Society
Greenville Triumph
Grits & Groceries
Gypsy and Me Band
Happy + Hale
Hope Griffin Duo
Irontribe Fitness
Jamie Scott Fitness
Jay Haas
Kuka Juice
Laura K. Aiken Studio
Maya Movement Arts
Optimal Self MD
Organic Tan
Pure Barre
Pure on Main
Rush Morgan

Location

Greenville, SC
Greenville, SC
Taylors, SC
Greenville, SC
Greenville, SC / Greer, SC
Greenville, SC
Greenville, SC
Greenville, SC
Greenville, SC
Belton, SC
Brevard, NC
Greenville, SC
Candler, NC
Greenville, SC
Columbia, SC
Greenville, SC
Greenville, SC
Greenville, SC
Greenville, SC
Greenville, SC
Greenville, SC
Greenville, SC



Participants

Participant

Sarah Polite
Seedlings
Sharp Brain Consulting
Southeast Regional Sleep Disorders Center
Southern Om Hot Yoga
Southern Pressed Juicery
Stellas Southern Brasserie
Strong Mamas
Studio 17
Table 301
The Flow Depot
The Grove
The Health Dare
The Junkyard Fitness
Triune Mercy Center
United Housing Connections
Upcountry Provisions Bakery + Bistro
Upstate Performance Project
Upstate Spine + Sport
Wildcrafted
Xpress VIBE

Location

Greenville, SC
Greenville, SC
Greenville, SC
Greenville, SC
Greenville, SC
Greenville, SC
Greenville, SC
Greenville, SC
Greenville, SC
Greenville, SC
Travelers Rest, SC
Greenville, SC
Anderson, SC
Greenville, SC
Greenville, SC
Travelers Rest, SC
Greenville, SC
Greenville, SC
Greenville, SC
Greenville, SC





“The NESS Fest was truly an amazing experience!! A weekend filled with a ton of health influencers from GVL, who all came together to teach and spread wellness throughout our community. It was great to see families from all ages participating and learning new ways to stay healthy. We’re so grateful and are looking forward to meeting more incredible people at this years NESS Fest”

– Danny Morales, Coco Bowlz

Vendors

Vendor

Adams Mobile Market
Anytime Fitness
Back to 30
Barre 3
Barnes & Noble
Berner Group
Benji Bars
Blender Bottle
Blue Cross Blue Shield
Bodyworks Physical Therapy
Browning Studio
Carolina Active Health Chiro
Club Pilates
Coco Bowlz
C.O.R.E Grow Strong
Downtown Yoga Greenville
Due South Coffee
Elevate Chiropractic
Elite Integrated Therapy
Farm Fresh Fast
Fitness Freeway
Fitness With a View
Frigid Cryotherapy
Fuel Physio

Location

Greenville, SC
Greenville, SC
Greenville, SC
Greenville / Simpsonville, SC
Greenville, SC
Rockhill, SC
Greenville, SC
Lehi, Utah
Greenville, SC
Greenville, SC
Greenville, SC
Greenville, SC
Greenville, SC
Greenville, SC
Greenville, SC
Greenville, SC
Greenville, SC
Greenville, SC
Greenville, SC
Greenville, SC
Taylors, SC



Vendors

Vendor

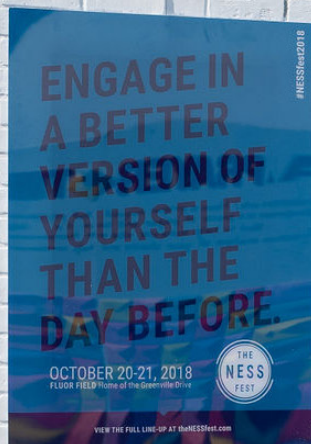
Generation Kid Strong
Gold's Gym
Greenville Peristeam
Happy + Hale
Hatched at Home
Healthletic Meals
iTrust Wellness Group
Ironology Health Solutions
Jamie Scott Fitness
King of Pops
Maxpatch Studios
Modern Woodmen of America
Movement Solutions
Optimal Self MD
Palmettos & Sunshine
Pure on Main
Southern Om Hot Yoga
Southern Pressed Juicery
Sprouts Farmers Market
Studio 17
Summers Orthodontics
The Blood Connection
Upstate Spine + Sport
Westrol Vein Specialities
Wine House

Location

Greenville, SC
Greenville, SC / Greer, SC
Greenville, SC
Greenville, SC
Greenville, SC
Greenville, SC
Greenville, SC
Greenville, SC
Columbia, SC
Greenville, SC
Greenville, SC
Greenville, SC
Greenville, SC
Greenville, SC
Greenville, SC
Greenville, SC
Greenville, SC
Greenville, SC
Greenville, SC
Greenville / Simpsonville / Greer, SC
Greenville, SC
Greenville, SC
Greenville, SC
Greenville, SC



Thank you to everyone who attended
and supported The NESS Fest!
A special thank you to our partners for
helping make the event happen!




Brenda Luginbill
CEO/Founder


Allie Maietta
Festival Director