



In Partnership with
veritas learning circle

KARACHI WELLNESS FESTIVAL

30TH NOV & 1ST DEC 2024

#thehealingfeeling

Proposal for Partnership





Karachi Wellness Festival 2024

30th November and 1st December

In Partnership with



veritas learning circle

KWF was founded by a group of passionate individuals, as a non-profit event, with the aim to create awareness about and offer activities and practices that cultivate truly holistic health.

KWF is a weekend with something for everyone - interactive experiences, games, talks, workshops, community building, opportunities for quiet and reflection, displays, music, art and more

It enables participants to experience the synergy between physical, emotional, intellectual, spiritual, interpersonal, social and environmental aspects of health and wellbeing.





A Look Back at KWF 2022 and 2023



KWF 2022 was our first inaugural event with a footfall of over 2000 families in a celebration of wellness with a myriad of activities designed to open our hearts, expand our horizons, help us feel connected and inspire personal growth.



Watch the KWF 2023 experience:

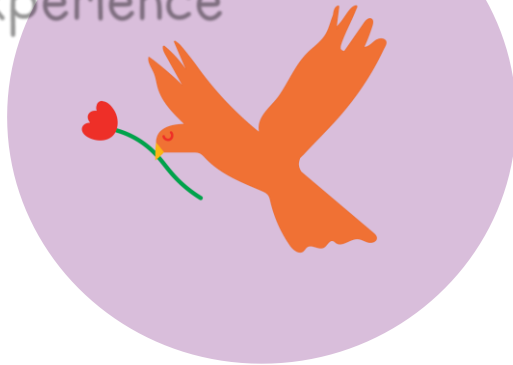
<https://www.youtube.com/watch?v=acNvxd6IsxM>

Last year we came back larger, more excited and more passionate than ever before, with a footfall of 6,000+ attendees. And in the spirit of community we invite you to join us on this roller coaster of a journey!



What to expect at KWF 2024?

The Wellness Experience



150+ sessions of wellness, musical performances and experiential activities.

Expected Foot Traffic



An expected footfall of 8000+ families and individuals from Karachi over two days

Food, Stalls and Booths



A carefully curated selection of brands & businesses unique to this event, along with 75+ food vendors and small businesses, featuring eco-conscious products that promote wellness



The Healing Feeling

A beautiful offering by over 150 Wellness Providers

Physical Wellness:

Yoga, Zumba, HIIT training, Kickboxing

Spiritual Healing:

Sound healing, Theta healing, Qi gong

Mindfulness:

Meditation, mindful-eating, breathing workshop

Art and Wellness:

Process art, Creative expression

Workshops:

Parenting workshops, teenage mental health, and more!





The Wellness Experience

Unique Selling Proposition (USP)

The Healing Feeling



150+ wellness providers from across Pakistan, that are influential in their respective fields, are media personalities or are part of larger organizations working for the cause

The Right Conversation



Speaker sessions, expert panel discussions, conversation circles, and curated safe spaces on a range of topics that focus on holistic wellness

Experience the Synergy



An engaging community experience, bringing the audience together for an evening of performances, giving center stage to the rising stars of Karachi

Our Eco-Street



Highlighting the pressing climate crisis and encouraging initiatives from small, home-based and women led businesses, that are working toward an environmentally friendly future



Who is our Audience?



An expected footfall of **8000+** families and individuals from Karachi over two days.

A unique opportunity to connect with a network that holds similar values and is looking to bond over experiences.

SEC A & B+

High income individuals

Karachi's High Society Network

Socialites

Celebrities and Influencers

Social Activists

Open to new experiences

Seeking connections

Other NGOs & NPOs working toward the upliftment and wellness of their respective communities in Karachi



Audience Demographics

Age Range

Adults



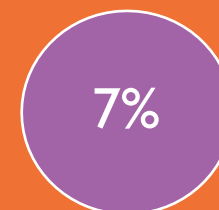
19 – 25 years



25 – 35 years



35 – 45 years



45 years +

Children



2 - 4 years



5 - 7 years



8 - 12 years

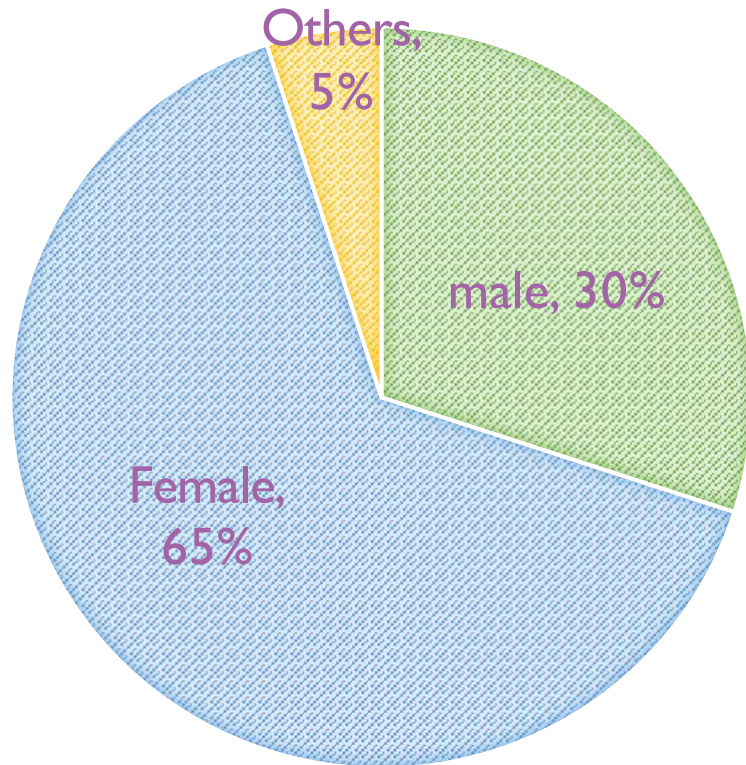


13 - 18 years

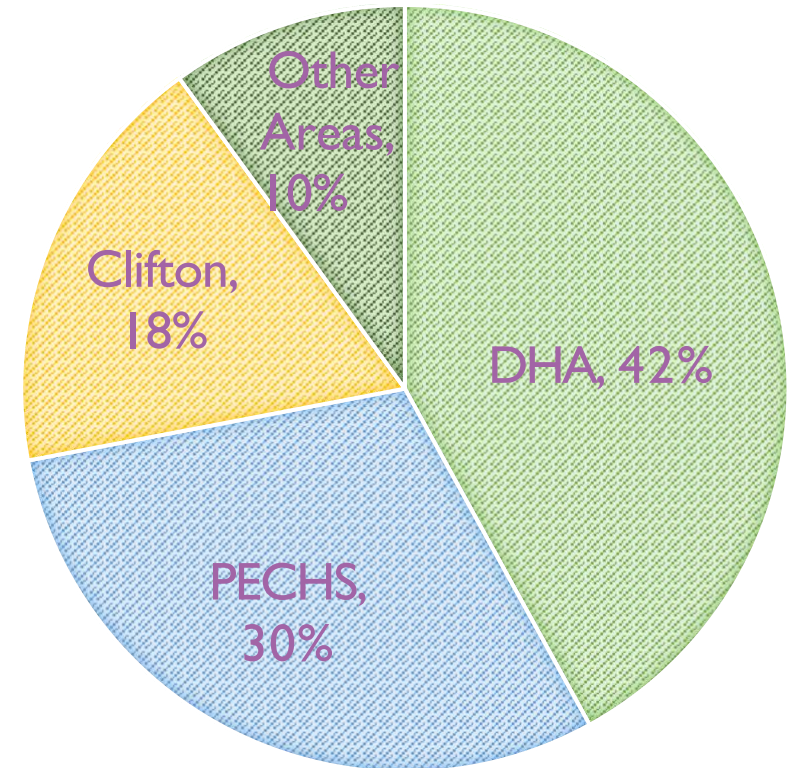


Audience Demographics

Gender Division



Geographical Location





Meet the Founding Team Behind KWF!



Maheen Mohammed is Certified Mindfulness Teacher - Professional Level (IMTA CMT-P) through the International Mindfulness Teachers Association, and is one of the pioneers of teaching secular mindfulness practices in Karachi. Maheen facilitates retreats and courses focusing on mindfulness, self-compassion, and connection.



Shama Mohammed has worked in the development sector for 20 years in the fields of health, education, gender, and community development. Shama also loves to crochet and runs a small business that sells handmade crochet toys.



Muzaffar Bukhari is an ICF Certified Coach, RYT 200 Yoga Teacher (Bali) and a practicing therapist having completed his advanced diploma in Humanistic Integrative Counseling from CPPD, UK. He is also the founder of the school, Veritas Learning Circle.



Rahma Muhammad Mian is a somatic healer and yoga teacher. Their trauma and chronic pain focused body and breathwork practice is grounded in their Vipassana practice. With a background in journalism, media development and strategy, Rahma also teaches science, technology and society, and critical media and cultural studies to undergraduates at the Social Sciences and Liberal Arts program at IBA, Karachi.



Nida Khan is a Clinical Psychologist, Clinical Supervisor, Expressive Arts Therapist, Sandplay Practitioner, and Educationist. Along with running a private clinical practice for all ages, Nida facilitates retreats and circles focusing on relational connectedness, and mentors spoken word communities.



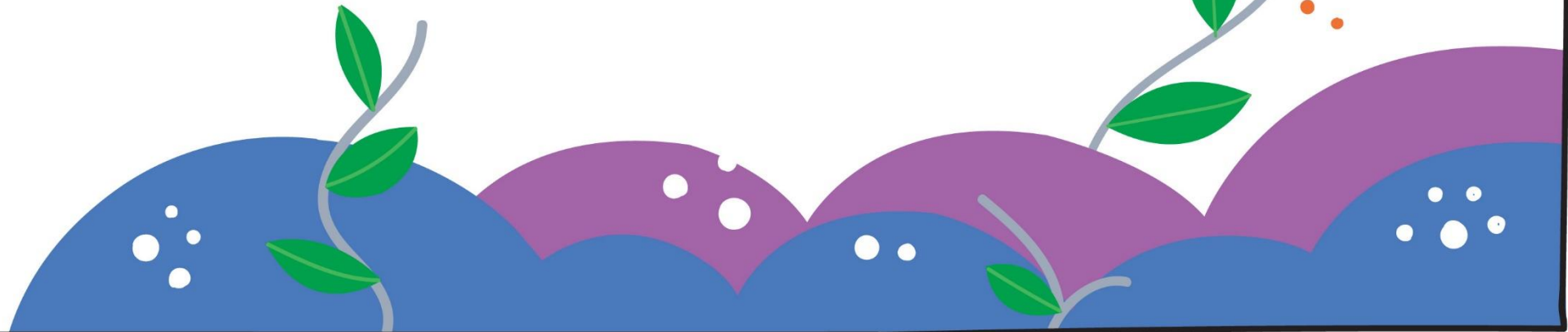
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Be a part of this Unique Experience

Join hands with us!





Sponsorship Packages

Silver

PKR 350,000

- Logo and shoutout on our social media platforms
- Mention with logo in our promotional video
- 10 complimentary tickets to KWF 2024

Gold

PKR 700,000

- Logo and shoutout on our social media platforms
- Mention with logo in our promotional video, along with other sponsors
- Presence on KWF website
- Booth at KWF 2024
- 15 complimentary tickets to KWF 2024

Platinum

PKR 1,500,000

- Logo and shoutout on our social media platforms
- Individual mention in our promotional video
- Presence on KWF website
- Logo on Event Collateral in prime location
- Booth at KWF 2024
- 25 complimentary tickets to KWF 2024

Diamond

PKR 2,500,000

- Individual post announcing collaboration, on KWF social media
- Presence on KWF website
- Mention in post-event highlight reel
- Logo on circulated schedules and maps
- Logo on Event Collateral in prime location
- Logo and mention in 15 second promo video played by GEO News
- Mention on FM 91 radio shows
- Booth at KWF 2023
- 40 complimentary tickets



Get in Touch!

In Partnership with



Visit our Website at <https://karachiwellnessfestival.com/>

Email us at contact@karachiwellnessfestival.com

Follow us on Social media:

<https://www.instagram.com/karachiwellnessfestival/>

Speak to our Marketing Team:

Email: cyra.khawar@vlc.org.pk

