

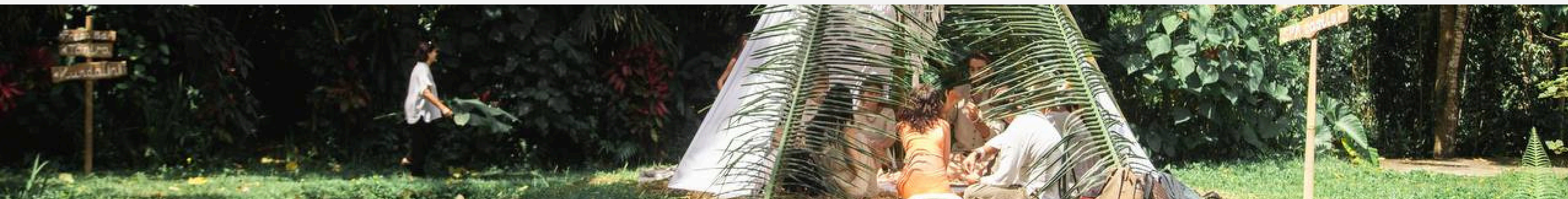
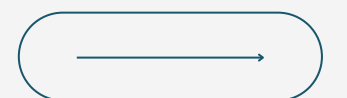


# THE FIRST INTERNATIONAL FESTIVAL OF SELF-DEVELOPMENT AND CREATIVITY IN SPAIN

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PRACTICES AND WORKSHOPS  
BY MENTORS FROM ALL OVER THE WORLD

**19-20 OCTOBER, 2024**

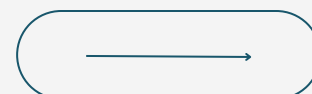


# THE WAY IS THE FESTIVAL OF A NEW FORMAT

OUR GOAL: TO INCREASE THE NUMBER OF CONSCIOUS PEOPLE AND SPREAD KNOWLEDGE OF THE PRACTICES, HELPING TO FIND THEIR WAY TO HAPPINESS AND HARMONY.

**ENJOY THE CELEBRATION OF LIFE WITH US  
AND JOIN THE PRACTICES:**

- Yoga and meditation
- Art therapy
- Psychology and coaching
- Energy working
- Shamanic practice
- Sound healing
- Ecstatic dance
- Music performances
- and more



# 2023: "THE WAY" IN TURKEY

ON NOVEMBER 3, 2023, THE INTERNATIONAL FESTIVAL THE WAY TOOK PLACE IN CIRALI, TURKEY.

THE EVENT WAS DEDICATED TO SPIRITUALITY AND PERSONAL GROWTH AND DREW HEADLINERS FROM AROUND THE GLOBE.

THE FESTIVAL CAPTIVATED AN AUDIENCE OF **350 GUESTS**, WHO GATHERED TO EXPERIENCE A DIVERSE ARRAY OF SPIRITUAL TEACHINGS AND PRACTICES.

THE WAY NOT ONLY CELEBRATED **GLOBAL UNITY** BUT ALSO FOSTERED A DEEP SENSE OF COMMUNITY AND SPIRITUAL GROWTH AMONG ITS ATTENDEES.

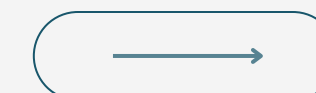




- ~ STAGE
- ~ ENERGY PRACTICES
- ~ YOGA SHALA
- DJ & MUSIC PERFORMANCE
- ~ LECTURE HALL
- ~ SOUND HEALING
- ~ ART SPACE
- ~ SHAMANIC
- ~ MARKET
- ~ FOOD COURT

# WHAT TO EXPECT?

IMMERSIVE SPIRITUAL EXPERIENCE IN  
A SAFE ATMOSPHERE OF A PRIVATE HOTEL  
AND EVENT SPACE:  
**2 DAYS, 7 DIFFERENT LOCATIONS.**



# WHO IS COMING?

**WE EXPECT 300+ GUESTS**

FESTIVAL ADVERTISING CAMPAIGN  
COVERS THE COMMUNITIES  
OF EUROPE

**CORE VALUES OF THE GUESTS;**

SPIRITUAL AND PERSONAL  
GROWTH, PHYSICAL AND  
MENTAL HEALTH, CREATIVITY,  
CONSCIOUS CONSUMPTION.



## **IN THE WAY OF SELF-DEVELOPMENT**

Activities directly or indirectly linked  
with spiritual and personal growth: psychologists,  
coaches, spiritual and physical practices.

### **DIGITAL NOMADS**

Come to learn new ways to balance their mind  
and increase productivity.

### **CREATIVE PROFESSIONS**

Business or creativity associated with the  
creation something new. There is a demand to  
develop creative thinking.

### **MASTERS**

Leading practitioners of the festival.  
To participate we collect high-level masters with  
professional channels of experience transmission.

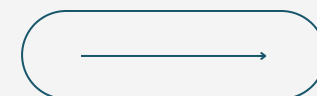
# FESTIVAL'S COVERAGE

WE WORK WITH THE MAJOR CHANNELS  
TO ATTRACT TARGETED TRAFFIC

- **European Communities**  
Information partnership with yoga and creative practice studios, vegetarian cafes, clubs of conscious leisure.
- **Collaboration European bloggers and content creators.**

- **Invited masters blogs**  
Coverage: 1,000,000+ followers;

- **Paid target ads: Europe.**



# YOUR BENEFITS AS A MARKET/ FOODCOURT VENDOR

## ACCESS TO A TARGETED AUDIENCE

- the festival attracts an audience that values spiritual growth, personal development, health, and creativity. You'll have the unique opportunity to reach potential customers who are likely to be interested in your products.

## SALES OPPORTUNITIES

- the presence of over 300 guests + 50 participants provides a substantial market for selling products directly. You can capitalize on the event's focus on physical and mental health, creativity, and conscious living.



# YOUR BENEFITS AS A MARKET/ FOODCOURT VENDOR

## BRAND EXPOSURE AND MARKETING OPPORTUNITIES

- With coverage extending across various channels, including blogs and social media with a large following, vendors can gain significant visibility. The festival's promotional efforts can help vendors increase brand awareness and attract new customers.

## COMPLIMENTARY PASSES

- All vendors will receive complimentary passes, providing full access to all sessions, workshops, and special events.





# FOOD COURT PARTICIPATION

- **Participation Fee ( 2 days):**

1. Cafe (equipped kitchen with a sitting area, bar):

€1800 ( only 1 spot)

2. Food Truck: €800 (1 spot)

3. Food Stand: €300 (2 spots)

- **Expected Number of Guests: 350**

- **Expected ROI:** min x2, based on feedback from previous events

- **Important Information:**

4. There are no alternative food options available in the vicinity.

2. The venue is well-equipped with all essential amenities.



# MARKET PARTICIPATION

- Participation Fee: **€180/ 2 days**
- Expected Number of Guests: **350+**
- Number of Market Vendors: **up to 20**
- Average Transaction Value: **€80**
- Expected ROI: **minimum x3**, based on the feedback from previous events



# VENUE PICTURES



LOCATION: MAS OLIVERAS HOTEL, GIRONA, SPAIN

# ORGANIZERS OF THE FESTIVAL

EKATERINA POPOVA  
@TRIMURTI\_CHINATEA

## **Event-producer of conceptual events**

10 years of bringing people together: from raves to retreats, from Kaluga (Russia) to Ubud (Indonesia).

Major projects:

THE WAY - international spiritual festival (Turkey)

YONI FEST - the biggest festival of women's practices (Russia),

INAYA - festival of spiritual practices (Bali),

"Day of Good Beaver and Dads" - children's festival,

"Wonderful Shores" - music festival.

Website: [trimurti.me](http://trimurti.me)



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# ORGANIZERS OF THE FESTIVAL

ALINA SOL  
@ALINASVIBES

Mindset Coach, Energy Healer, Meditation practitioner  
Event Producer  
Business owner (@surfvibe\_boards)

Personal Yoga practice: 14 years

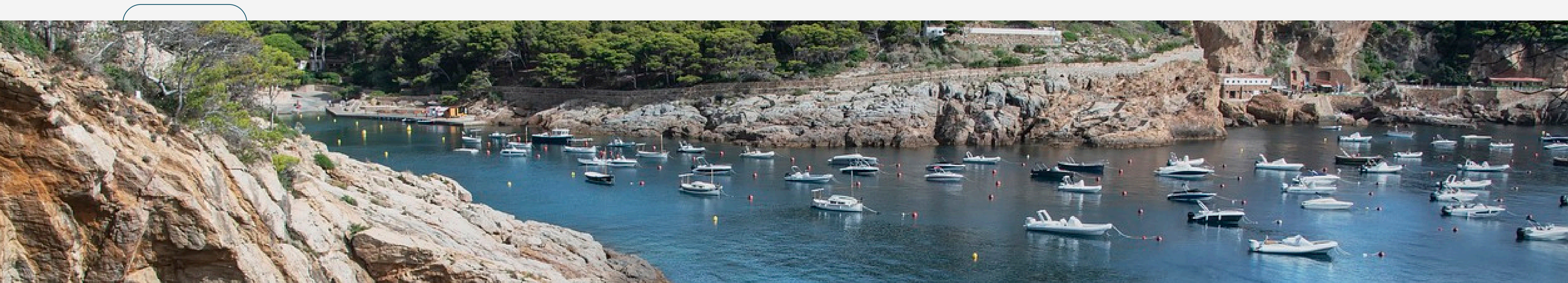
INAYA - festival of spiritual practices (Bali)

Webiste: <http://alinasolcoaching.tilda.ws/home>



# CONTACTS

WEBSITE	<a href="https://www.theway-fest.com/">HTTPS://WWW.THEWAY-FEST.COM/</a>
INSTAGRAM	<a href="https://www.instagram.com/theway_fest">@THEWAY_FEST</a>
EMAIL ADDRESS	FEST.THEWAY@GMAIL.COM
PR MANAGER	ALINA SOL
	WA: +9 (71) 58-519-57-66



A group of people are shown in a warm, intimate embrace, their bodies pressed together in a circle. The scene is dimly lit, with soft, warm light sources in the background creating a bokeh effect of out-of-focus lights. The people are wearing casual, comfortable clothing. The overall mood is one of connection and support.

**CONNECT**

**PRACTICE**

**TRANSFORM**