

THE LOVE TOWER
AT ASHAH

LOVE RISING FESTIVAL



OCTOBER 19-20, 2024 | LOS ANGELES, CA | 10AM-9PM

Love Rising is a Music Festival designed to spark a revolution of love and unity while rallying support and generating significant funds for The Love Tower at Ashah, a 501(c3) nonprofit organization, and 10% of funds donated to a selected organization deeply invested in our planet's wellbeing.

The Love Tower At Ashah's mission is to construct a sacred monument of LOVE, serving as a symbolic reminder for humanity to prioritize love above all. The Love Tower at Ashah will house the Music-Enhanced Heart Meditation Experience and Programs, offering a global sanctuary where individuals can immerse themselves in the transformative power of music, art, dance, and meditation to experience and cultivate love.



THE LOVE TOWER
AT ASHAH

LOVE RISING

A Music Festival Igniting Personal and Global Transformation Through Heartfelt Expressions of Love



Begin your Love Rising day with rejuvenating **guided yoga**, unique **vendor** finds, a selection of **delightful eats**, and partner **activations**—an enriching start to your journey.

Empowering personal growth and the journey towards global unity. Engage in impactful afternoon activities featuring **influential speakers** who are dedicated to inspiring and elevating your spirit.

Experience a night immersed in the enchanting realm of love through live performances by acclaimed artists spanning diverse genres, ranging from alternative indie and pop to the mesmerizing notes of neo- classical music.

The experience is further elevated within the iconic Love Tower at Ashahs signature program, "The Music Enhanced Heart Meditation." This transcendent orchestral performance serves as an unparalleled live showcase, acting as an artistic guide to lead you into the depths of your own heart..

[Click Here To View Current Speaker Lineup](#)

INITIATIVES



At Love Rising, we're shaping an experience that resonates with values we hold dear.

We are committing to a plastic-free event, ensuring clean air with our smoke-free policy, and maintaining an alcohol-free and drug-free environment.

TARGET PARTICIPANTS

Connect with a diverse community of **3k attendees** **5.4M +** Social Reach, comprising **forward-thinking philanthropists, wellness enthusiasts**, and **creative individuals aged 21-54**. With a strong affinity for **health-conscious and socially conscious** brands, with a household income of **\$80k +** with a **60% female** representation. Embracing **mindful living**. Actively **support social impact** initiatives and **value creative expression** in various forms, including music and visual arts.





THE LOVE TOWER
AT ASHAH

THE OPPORTUNITY

Elevate your brand as a sponsor of the LOVE RISING FESTIVAL, sparking a **love and unity revolution** while supporting The Love Tower at Ashah project. Your backing aligns with a noble cause and connects you with **forward-thinking philanthropists, wellness enthusiasts, and creative minds.**

In return, enjoy exclusive benefits, **prominent recognition**, and the opportunity to engage with our diverse and committed participants. Our team will collaborate with you to tailor a sponsorship package that mirrors your values and creates a **meaningful impact.**

Support LOVE RISING to connect with an influential audience, showcase your offerings, and emphasize your commitment to personal growth and the transformative power of love. Join us in crafting an **unforgettable experience**, partnering for a **lasting impact** in a movement that deeply resonates.

Name Sponsor

(1 SPOT) \$530,000

Our Stage/Name Sponsorship package is designed to position your brand as a central and integral part of the Love Rising Festival, providing unparalleled visibility, exclusive experiences, and a powerful platform to showcase your commitment to love, unity, and the transformative power of art and music. We look forward to creating an unforgettable festival experience together.

1. **Event Naming Rights: "Love Rising Festival, Presented by (Your Brand)":** a title alignment that guarantees unparalleled brand exposure and aligns your name with a prestigious, heartwarming community event.
2. **Targeted Audience Engagement:** Our festival's diverse and engaged demographic offers a perfect opportunity for your brand to connect with potential customers in a meaningful way.
3. **High-Visibility Branding:** Prominent display of your logo on the main stage and throughout the festival ensures lasting visual impact and brand recognition.
4. **Digital and Social Media Dominance and Campaign throughout 2024:** Benefit from extensive promotion across all festival-related digital platforms, amplifying your brand's reach and interaction with a wider online audience.
5. **Exclusive Networking Opportunities:** With 18 VIP passes, engage in prime networking opportunities with influencers, industry leaders, and a discerning audience in exclusive festival areas.
6. **Customized Branded Experiences:** Create unique, interactive brand activations that resonate deeply with festival-goers, leaving a lasting and memorable impression.
7. **Speaking Opportunities:** Utilize a featured speaking slot to position your brand as a thought leader, aligning your values with the festival's ethos in front of a captive audience.
8. **Content Creation Opportunities:** Leverage the festival as a backdrop for innovative content creation, ideal for social media stories, promotional videos, and brand storytelling.
9. **Data and Insights:** Acquire valuable insights and data from attendee interactions, helping you refine your marketing strategies and deepen your understanding of your audience.
10. **Music Enhanced Heart Meditation (MEHM) Experiences:** Sponsor three exclusive MEHM experiences for your team at your company's headquarters, reinforcing your brand's commitment to wellness and community, and creating engaging content around these unique experiences.
11. **Long-term Brand Association:** Form a lasting emotional resonance with your brand through the festival, enhancing customer loyalty and brand recall.
12. **Short Film Feature & Naming Rights:** A captivating short film showcasing the essence of Love Rising, with a prominent feature on your brand. Additionally, enjoy the exclusive short film naming rights as "Love Rising Festival, A Short Film Presented by (Your Brand)".



Example Design Render



Stage Presence: Name Sponsor

Your company's logo prominently displayed on the main stage backdrop center screen, creating a lasting visual impact throughout the event

VIP Lounge + Media Lounge : Name Sponsors

Your company's logo prominently displayed on the lounge backdrop, and throughout space.

Platinum Sponsor

(3 SPOTS) \$233,000

Our Platinum Sponsorship package is crafted to provide your brand with maximum exposure, exclusive experiences, and an influential platform at the Love Rising Festival. We eagerly anticipate the opportunity to create a transformative and mutually beneficial partnership that resonates with the festival's message of love and unity.

1. Logo Placement:

- Premier display of your company logo on the Love Rising Festival website, placement on the digital screen during main stage performances, and prominent logo placements on two of the following: water stations and/or phone charging lounges.

2. Acknowledgment:

- Personalized acknowledgment during key moments on the main stage, expressing gratitude for your exceptional support and commitment as a Platinum sponsor.

3. Social Media Exposure:

- Extensive and tailored social media promotions, including dedicated posts, stories, and featured content highlighting your brand leading up to and during the festival.

4. Ticket Packages:

- 12 VIP passes for you and your guests, offering unparalleled access to VIP areas, backstage experiences, and exclusive artist meet-and-greets.

5. Branded Presence:

- Premium exhibition space in a high-traffic area, allowing for an immersive brand experience and direct engagement with festival attendees.

6. Exclusive Experiences:

- Curated VIP lounge access with concierge service, providing an elevated festival experience and an opportunity to network with like-minded individuals.

7. Speaking Opportunities:

- Featured speaker slot during a prime festival moment, allowing you to address the audience and share your company's vision and commitment to supporting love, unity, and the transformative power of art and music.

8. Customized Activation:

- Collaboration on a unique and customized brand activation or experience within the festival grounds, ensuring a memorable and impactful presence that aligns with the Love Rising ethos.

9. Branding in Festival Communications:

- Inclusion of your logo in all festival-related communications, press releases, and marketing materials.



Branded Presence: Name, Platinum, Gold Sponsors Premium exhibition space in a high-traffic area, allowing for an immersive brand experience and direct engagement with festival attendees.



Example Design Renders

Gold Sponsor

6 (SPOTS) \$75,000

Our Gold Sponsorship package is meticulously crafted to elevate your brand's visibility, foster engagement with festival-goers, and immerse you in the Love Rising Festival experience. We eagerly anticipate the opportunity to build a partnership that resonates with our shared values of love, community, and celebration.

1. Logo Placement:

- Premier display of your company logo on the Love Rising Festival website, event signage, festival entrance, and exclusive placement on the digital screen during main stage performances.

2. Acknowledgment:

- Personalized acknowledgment during key moments on the main stage, expressing gratitude for your exceptional support and commitment as a Platinum sponsor.

3. Social Media Exposure:

- Extensive and tailored social media promotions, including dedicated posts, stories, and featured content highlighting your brand leading up to and during the festival.

4. Ticket Packages:

- 9 VIP passes for you and your guests, offering unparalleled access to VIP areas, backstage experiences, and exclusive artist meet-and-greets.

5. Branded Presence:

- Premium exhibition space in a high-traffic area, allowing for an immersive brand experience and direct engagement with festival attendees.

6. Exclusive Experiences:

- Curated VIP lounge access with concierge service, providing an elevated festival experience and an opportunity to network with like-minded individuals.

7. Customized Activation:

- Collaboration on a unique and customized brand activation or experience within the festival grounds, ensuring a memorable and impactful presence that aligns with the Love Rising ethos.

Silver Sponsor

10 SPOTS \$35,000

Our Silver Sponsorship package is tailored to provide a distinctive presence for your brand, engagement opportunities, and a chance to align with the spirit of Love Rising Festival. We're excited about the prospect of your involvement and the positive impact it will have on our shared celebration of love, unity, and artistic expression.

1. Logo Placement:

- Display of your company logo on the Love Rising Festival website, event signage, festival entrance, and exclusive placement on the digital screen on main stage.

2. Acknowledgment:

- Personalized acknowledgment during key moments on the main stage, expressing gratitude for your exceptional support and commitment as a Platinum sponsor.

3. Social Media Exposure:

- Extensive and tailored social media promotions, including dedicated posts, stories, and featured content highlighting your brand leading up to and during the festival.

4. Ticket Packages:

- 5 VIP passes for you and your guests, offering unparalleled access to VIP areas, backstage experiences, and exclusive artist meet-and-greets..

5. Customized Activation:

- Collaboration on a unique and customized brand activation or experience within the festival grounds, ensuring a memorable and impactful presence that aligns with the Love Rising ethos.

A person is sitting on a sandy beach, looking out at the ocean under a starry night sky. The person is wearing a light-colored top and shorts. The background is a dark blue sky with many stars. The overall mood is peaceful and romantic.

Love Sponsor

10 SPOTS \$18,000

Our Love Sponsorship package is tailored to provide a distinctive presence for your brand, engagement opportunities, and a chance to align with the spirit of Love Rising Festival. We're excited about the prospect of your involvement and the positive impact it will have on our shared celebration of love, unity, and artistic expression.

1. Logo Placement:

- Display of your company logo on the Love Rising Festival website, event signage, festival entrance, and exclusive placement on the digital screen on main stage.

2. Acknowledgment:

- Personalized acknowledgment during key moments on the main stage, expressing gratitude for your exceptional support and commitment as a Platinum sponsor.

3. Social Media Exposure:

- Extensive and tailored social media promotions, including dedicated posts, stories, and featured content highlighting your brand leading up to and during the festival.

4. Ticket Packages:

- 4 VIP passes for you and your guests, offering unparalleled access to VIP areas, backstage experiences, and exclusive artist meet-and-greets..

In-Kind Sponsor

Our In-Kind Sponsorship package offers a unique opportunity to not only participate in but also embody the essence of the Love Rising Festival. This collaboration represents more than a partnership; it's an alignment with our festival's core values of love, unity, and artistic expression. We are thrilled about the potential synergy your involvement could bring. By offering in-kind donations, be it through exceptional products or services for up to 500 VIPs, or by delighting the palates of as many as 3,000 attendees with your refreshments, your contribution will significantly enhance the festival experience. This gesture of support is not just valued; it's a vital part of our collective celebration and the magic we aim to create together.

1. Logo Placement:

- Display of your company logo on the Love Rising Festival website, event signage, festival entrance, and exclusive placement on the digital screen on main stage.

2. Acknowledgment:

- Personalized acknowledgment during key moments on the main stage, expressing gratitude for your exceptional support and commitment as a Platinum sponsor.

3. Social Media Exposure:

- Extensive and tailored social media promotions, including dedicated posts, stories, and featured content highlighting your brand leading up to and during the festival.

4. Ticket Packages:

- 4 VIP passes for you and your guests, offering unparalleled access to VIP areas, backstage experiences, and exclusive artist meet-and-greets..



THE LOVE TOWER AT ASHAH

All sponsorship funds will go to the following:
planning, development, and execution of the Love
Rising event in California on October 19 & 20, 2024;
operations of The Love Tower At Ashah, a nonprofit,
and the planning, construction, and building of the
nonprofit's monument; and 10% of funds will be
donated to a selected organization that is deeply
invested in our planet's well-being.

Let's Connect

Contact us via email
info@thelovetower.com

Learn about our mission
thelovetower.com