

The Intentional Celebration *Holiday Edition*

A Curated Holiday Marketplace & Experiential Event

Event Details

Dates

Saturday, December 5, 2026

Sunday, December 6, 2026

Hours

11 AM–12 PM Ticketed VIP Early Access

12 PM–5 PM General Admission

Locations

WaterFire Arts Center

475 Valley Street

Providence, RI

14,500+ sq. ft. of gallery and experiential space

Event Format

- Curated Holiday Marketplace
- Hands-On Workshops
- Immersive Brand Activations
- Family-Friendly Experiences
- Styled Lounges & Photo Moments

Not a Traditional Holiday Market

The Intentional Celebration is a curated holiday experience where guests do more than shop. They create, style, taste, learn, and gather in thoughtfully designed environments.

Powered by **Planful Event Kits**, each experience is rooted in real hosting inspiration guests can recreate at home.

Brands do not simply exhibit.
They become part of the experience.

Where retail, creativity, and celebration come together.



Our Audience

The Intentional Celebration attracts guests who value quality, creativity, and meaningful holiday experiences.

Attendees include:

- Intentional hosts, entertainers, and influencers
- DIYers and creatives
- Families & multigenerational groups
- Event planners & designers
- Lifestyle-focused holiday shoppers

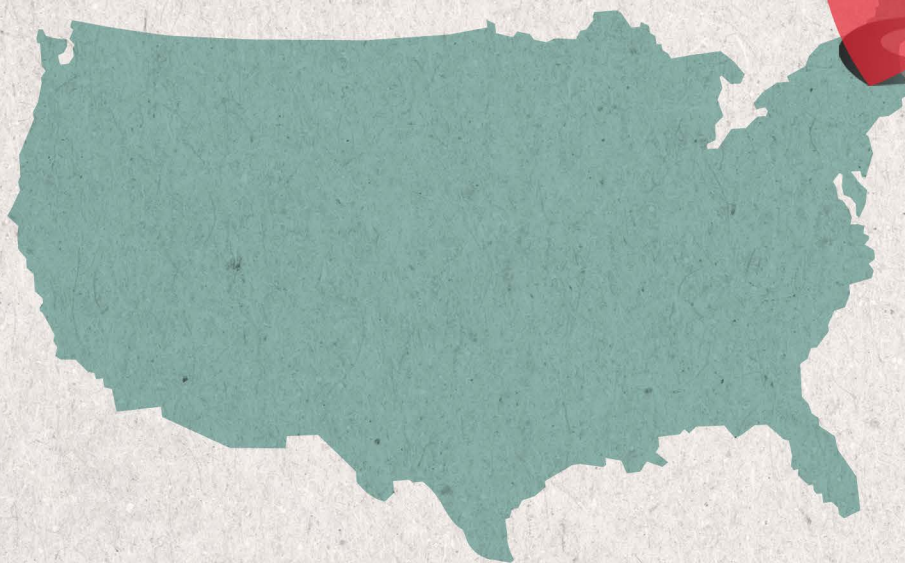
These guests are highly engaged, socially active, and eager to learn, not just browse.

A Regional Holiday Destination

Providence becomes a holiday hub in early December, drawing visitors from across the Northeast.

Guests travel from:

- Rhode Island
- Massachusetts
- Connecticut
- New York
- New Hampshire



Three Core Partnership Pathways

1

Vendor Marketplace Booth

Curated 10x10 retail presence within the holiday marketplace.

2

Experience Studio Sponsor

Exclusive, open-format immersive brand activation with continuous engagement.

3

Ticketed Workshop Host

Structured 90-minute revenue-generating educational experience with co-branded take-home kits.

Partnership Opportunities

The Intentional Celebration offers several ways for brands to participate, from retail marketplace booths to immersive experiences and ticketed workshops. Each opportunity is designed to create meaningful engagement with guests before, during, and after the event.

Partnership Type	Immersive	Revenue Opportunity	Booth Included	Exclusivity	Investment
Vendor Booth (10x10 Space Only)	No	Product Sales	Yes	No	\$300
Experience Studio	Yes	Optional Product + Lead Capture	Yes	1 Per Category	\$3,500-\$4,000
Workshop Host	Yes	Full Ticket Revenue + Product Sales	Yes	1 Per Workshop	\$5,500-\$6,000
Premium / Venue-Wide	High Visibility	Brand + Content ROI	Varies	Yes	\$4,000-\$18,000

How Brands Show Up at The Intentional Celebration

Partnerships are designed to create meaningful engagement, not passive impressions.

Inspiration

(Before the Event)



Partners are featured in pre-event promotion, workshop spotlights, and countdown content that builds excitement and anticipation.

Experience

(During the Event)



Brands come to life through hands-on workshops, immersive activations, styled environments, and direct guest interaction.

Connection

(After the Event)



QR-driven conversions, content capture, and follow-up programming extend brand visibility beyond the weekend.

Vendor Booth Marketplace

Curated Holiday Marketplace

A two-day hosting-forward vendor marketplace featuring makers, retailers, and lifestyle brands aligned with the art of entertaining.

Marketplace Vendor \$300

Best For

Brands looking for an on-site selling opportunity during the event.

Booth Includes

- 10x10 booth space
- Two-day participation required
- Product sales rights
- Website listing
- Inclusion on the event map
- Inclusion in the Digital Gift Guide
 - Brand name + Website link
- Access to all event attendees



Featured Marketplace Vendor \$650 (Most Popular)

Best For

Brands looking for increased visibility, intentional attendee engagement, and expanded promotion before and during the event.

Includes Everything in Marketplace Vendor, plus:

Signature Shops Experience

- Included in the curated Signature Shops experience
- Encourages attendee discovery and engagement
- Highlights select featured vendors throughout the event

Featured Event Promotion

- Featured in pre-event email marketing
- Featured in event social media promotion

Vendor Highlight Video

- Professionally filmed 30-second vendor feature
- Edited and delivered within 30 days of the event (by New Year's)
- Shared across event platforms
- Provided for vendor marketing and promotional use

Enhanced Event Guide Feature

- Half-page feature in the Event Guide
- Expanded brand description
- Direct shopping link
- Featured product spotlight



Signature Marketplace Vendor

\$800

Best For

Brands looking for elevated visibility, expanded storytelling, and continued promotional opportunities beyond the event.

Includes Everything in Featured Marketplace Vendor, plus:

Full-Page Event Guide Feature

- Full-page premium feature in the Event Guide
- Expanded brand storytelling
- Priority product placement
- Featured shopping links

Post-Event Promotion

- Featured in post-event "Shop the Vendors" promotion
- Continued digital exposure after the event
- Priority social amplification

Curated Event Kit Collaboration

- Priority consideration for a co-created Planful Event Kit
- Opportunity to feature products within a curated themed collection
- Collaborative promotional opportunities tied to the collection

Vendor Booth Add-Ons

Enhance your presence and maximize your exposure throughout the event experience.

VIP Gift Bag

Inclusion — \$50

- Placement in VIP attendee gift bags
- Subject to approval

Premium Gift Guide

Upgrade — \$150

- Upgraded placement within the Event Guide
- Additional featured product spotlight

Table & Chair Rental

- Rental pricing available upon request

Dedicated Email

Feature — \$150

- Dedicated email spotlight to attendees and subscribers

Social Media Spotlight — \$50

- Additional social media features across event platforms

Additional Power Access

- Additional electrical access available upon request

Bonus Exposure: Planful Event Kits

Select vendors may be featured within curated Planful Event Kits designed to help customers host, gather, and celebrate intentionally.

Opportunities May Include

- Placement within themed collections
- Product integration into curated entertaining experiences
- Promotion before and after the event

Priority Consideration

Given to Signature Marketplace Vendors.

Why Participate?

This event is designed to go beyond a traditional holiday market.

• Before the Event

Gain visibility and build early shopping momentum.

• During the Event

Connect with engaged, ready-to-shop attendees.

• After the Event

Continue exposure through digital promotion and curated shopping experiences.

PLA

Experience Studios

Immersive brand environments designed for continuous guest engagement.

Experience Studios are interactive activations placed throughout the event that invite guests to create, learn, and celebrate through hands-on holiday moments. Each studio is offered to one exclusive partner, positioning that brand as the featured expert within that category.

Every Experience Studio Partner Receives:

- Exclusive studio naming rights
- Category authority positioning
- Logo on studio signage
- Product integration within installation
- 10×10 booth space included
- Inclusion on printed event map
- Website listing
- Dedicated social media feature
- Email marketing inclusion
- Co-branded digital guide (QR integration)
- Professional photography access
- Pre- and post-event social mentions

Featured Experience Studios



Holiday Tree Lab

Investment: \$3,500

Footprint: ~950 sq ft activation + 10×10 booth

An immersive holiday tree styling destination featuring multiple themed trees designed to inspire seasonal decorating and photo moments.

- Live tree styling demonstrations
- Ornament and ribbon layering education
- Photo-ready holiday installations
- QR access to a digital styling guide for take-home inspiration



Kids Holiday Craft Studio

Investment: \$3,500

Footprint: ~700 sq ft activation + 10×10 booth

A family-centered holiday crafting studio where kids decorate keepsakes, meet Santa, and participate in a community give-back experience.

- Ornament decorating activity
- Stocking decorating (personal + donation option)
- Styled Santa photo backdrop
- Donation activation benefiting local organizations
- Family-focused brand engagement



Holiday Cookie Studio

Investment: \$3,500

Footprint: ~250 sq ft activation + 10×10 booth

An interactive cookie decorating station that combines festive creativity with branded holiday treats and optional retail opportunities.

Guest Experience:

- Complimentary cookie decorating station
- Guided decorating inspiration
- Branded packaging opportunity
- QR access to the featured recipe
- Holiday pre-order promotion



Gift Wrapping Studio

Investment: \$3,500

Footprint: ~250 sq ft activation + 10x10 booth

An elevated holiday wrapping destination where guests learn professional techniques while creating beautifully styled gifts.

- Live gift wrapping demonstrations
- Mini tutorials on ribbon layering and presentation styling
- Optional paid gift wrapping service for guests
- Retail opportunity for curated wrapping kits or ribbon sets
- Charity donation option tied to wrapping service proceeds



Calligraphy & Handwriting Studio

Investment: \$3,500

Footprint: ~200 sq ft activation + 10x10 booth

A refined personalization studio where guests explore the art of calligraphy and create beautifully handwritten holiday details.

- Live calligraphy demonstrations
- Personalization station for cards, tags, or small keepsakes
- Take-home customized element created on-site
- QR access to a beginner calligraphy practice guide



Holiday Bouquet Bar

Investment: \$3,500

Footprint: ~300 sq ft activation + 10x10 booth

A hands-on floral stem bar where guests design their own seasonal bouquet and learn simple styling techniques.

- Curated stem bar with seasonal florals and greenery
- Build-your-own bouquet experience
- Holiday wrapping and presentation station
- Co-branded floral care guide for guests to take home
- Opportunity to generate additional revenue through on-site product sales



Holiday Tablescape Studio

Investment: \$4,000

Footprint: ~600 sq ft activation

A large-scale holiday dining installation showcasing beautifully styled tables that inspire hosting and seasonal entertaining.

- Walk-through hosting and tablescapes inspiration
- Layering and place-setting demonstrations
- Multiple themed dining table installations
- Photo-ready dining moments for social sharing
- QR access to a holiday hosting guide



Holiday Cocoa & Cocktail Bar

Investment: \$4,500 – \$6,000

Footprint: ~400–600 sq ft activation + 10x10 booth

A festive beverage destination featuring a curated menu of holiday cocktails, mocktails, and gourmet cocoa designed for high engagement and social moments.

- Custom holiday cocktail and mocktail menu
- Styled cocoa bar with toppings and flavor stations
- Live mixologist or beverage specialist on-site
- Interactive garnish and finishing station
- Photo-ready holiday bar backdrop
- Opportunity to generate additional revenue through on-site beverage sales
- QR access to a co-branded holiday drink guide so guests can recreate the cocktails and cocoa at home

Planful Workshops

Ticketed • Hands-On • Revenue-Generating Experiences

What Is a Planful Workshop?

Planful Workshops are structured, ticketed, hands-on experiences designed to generate direct revenue while positioning hosts as leaders within their category. Each workshop features guided instruction, curated materials, and a professionally produced co-branded take-home kit that extends the experience beyond the event.

Workshops are intentionally limited in seating to maintain a premium, interactive environment.

Why Host a Workshop?

Hosting a Planful Workshop delivers both immediate income and long-term brand positioning.

Workshop Hosts Receive:

- Full ticket revenue retention
- On-site product sales rights (where applicable)
- Email list growth from qualified attendees
- Booking opportunities for private events, weddings, and corporate clients
- Custom co-branded take-home kit production
- Social and press visibility
- Professional content creation opportunities
- Optional future collaboration opportunities

This is not just a ticketed session, it is a long-term brand expansion strategy.



Planful Workshops

Experience Includes

- 90-minute guided design session
- All materials provided by host
- Seasonal styling education
- Take-home finished wreath or garland
- Ability to recreate at home

Workshop Format

Daily Event Hours 12:00 -5:00 PM

Schedule

- Session 1: 1:00 PM- 2:30 PM
- Reset: 2:30 PM - 3:00 pm
- Session 2: 3:00 PM - 4:30 pm

Co-Branded Take-Home Kits

Every Planful Workshop includes a professionally curated take-home kit created in partnership with Planful Event Kits.

Guests leave with everything needed to recreate their project at home, extending the experience beyond the event weekend.

- All workshop materials included
- Printed step-by-step instructions
- Branded packaging
- QR access to digital tutorials or styling guides
- Additional materials to recreate the design at home

Each Guest Receives

- All workshop materials
- Printed instructions
- Branded packaging
- Any unfinished materials to complete at home

Per Workshop Capacity

- 16 guests per session
- 32 guests per day
- 64 guests per weekend

Across Three Workshops, 192 total ticketed guests.

Revenue Potential

- Full ticket revenue retained
- Sale of additional DIY kits
- Overflow kit sales
- Email capture + future private bookings
- Optional virtual or future collaboration opportunities



Wreath or Garland Workshop

Investment: \$5,500

Total Footprint: ~1,100 sq ft (Activation ~1,000 sq ft + 10' x 10' booth)

A seasonal styling workshop where guests create a professionally designed wreath or garland using curated materials and guided instruction.

- 90-minute guided design session
- All materials provided by host
- Seasonal styling education
- Take-home finished wreath or garland
- Ability to recreate at home



Artisan Cheese Board Workshop

Investment: \$6,000

Total Footprint: ~1,100 sq ft (Activation ~1,000 sq ft + 10' x 10' booth)

A guided charcuterie experience where guests build and style their own artisan cheese boards using curated ingredients and professional techniques.

- 90-minute guided session
- All board materials and ingredients provided
- Styling and pairing education
- Take-home finished board
- Ability to recreate at home

Holiday Centerpiece Workshop

Investment: \$6,000

Total Footprint: ~1,100 sq ft (Activation ~1,000 sq ft + 10' x 10' booth)

An elevated holiday styling workshop where guests design a statement-worthy seasonal centerpiece or tabletop display.

- 90-minute guided design session
- Curated materials provided by host
- Hosting and tabletop styling education
- Take-home finished centerpiece
- Printed instructions



The Planful VIP Hour

Exclusive Early Access Experience

11:00 AM – 12:00 PM | Before General Admission

VIP Guest Experience

The Planful VIP Hour is a ticketed early-access experience designed to feel intimate, curated, and premium, not simply “early entry.” Guests enjoy a relaxed, elevated first look at the event before doors open to the public.

VIP Guests Enjoy

- Early access to the entire event
- Signature holiday cocktail, mocktail, or cocoa
- Exclusive VIP lounge access
- Limited-edition bound Planful Host Guide
- Curated VIP goodie bag

Additional VIP Benefits

- First access to workshop booking (if available)
- First access to the vendor marketplace
- Reduced-crowd shopping experience
- Dedicated photo moments
- Priority meet + greet opportunities

VIP Sponsor Opportunity

Investment: \$5,000

The VIP Sponsor receives exclusive naming rights and direct integration into the most elevated guest touchpoint of the entire weekend.

Brand Visibility

- Naming rights to the VIP Hour
- Logo on VIP marketing materials and ticketing page
- Logo placement on drink tickets (optional)
- Branded signage at the VIP entrance
- Category exclusivity

On-Site Integration

- Branded insert inside the VIP Host Guide
- Product insert or full-size sample inside VIP bags
- Verbal recognition during welcome remarks
- Opportunity to welcome guests
- Optional sponsor-provided signature drink



Marketing + Data

- Email list capture from VIP attendees
- This hour sets the tone for the entire event.

Winter Experience Studios

Immersive Content + Lounge Environments

The Winter Experience Studios are curated, high-impact environments placed throughout the event. These are not simple photo backdrops, they are immersive destinations designed for interaction, dwell time, and shareable storytelling.

Studios may include experiences such as a Modern Santa Studio, Ski Lodge Cocoa Bar, Holiday Glam Bar, or a walk-in ornament installation, creating memorable moments that guests explore, photograph, and share.

Each studio becomes a destination within the event, a branded environment where guests gather, interact, and create content.

Presenting Sponsor Opportunity

A presenting partner may secure all four Winter Experience Studios, becoming the official sponsor behind the event's most immersive environments.

Investment: \$12,000 – \$18,000

The presenting sponsor collaborates with our team to shape the creative direction across all studios, integrating their brand throughout the full program and positioning the partner at the center of the event's most photographed experiences.

Sponsors may also participate by securing a single studio environment rather than the full program.

Sponsorship Includes

- Naming rights to the studio environment
- Prominent entrance signage
- Product placement opportunities
- Logo inclusion within activation-specific galleries
- Optional branded overlays
- Influencer visibility within the space
- Content captured inside the experience

Be Part of the Experience

Vendor booths, workshops, VIP sponsorships, and immersive studio environments are intentionally limited to maintain quality and curation.

Custom collaborations are welcome.



Partnership Inquiries

 hello@planfuleventkits.com
Plan Thoughtfully.
Celebrate Intentionally.