

A DAY-LONG COMMUNITY WELLNESS FESTIVAL

Wellness in the Park

Production Proposal · October 3, 2026

PRESENTED BY

A Zyn Space

SPONSORED BY

For Hope's Sake, LLC

LOCATION

Wyman-Dell Park, Baltimore, MD

ADMISSION

Free · Donations via Telethon

THE VISION

Event Overview

Wellness in the Park is a free, day-long community wellness festival blending holistic healing, arts, culture, and entertainment in Baltimore's Wyman-Dell Park.

Presented by A Zyn Space and sponsored by For Hope's Sake — CARF-accredited and #1 in Holistic Recovery worldwide — the event brings accessible wellness programming to the community while raising funds through a live telethon.

- Holistic Healing
- Live Telethon
- Fashion Runway
- Food Trucks
- Visual Arts

ESTIMATED ATTENDANCE

500–1,000+

FORMAT

Outdoor park activation with stage, wellness village, fashion runway, food trucks, visual arts, and a livestreamed telethon.

01

PART ONE

Production Scope

The infrastructure, staging, and zones that bring the park to life.

Key Production Needs

PRODUCTION SCOPE

Element	Requirements
Main Stage	16' x 24' minimum — deck, canopy, stairs, railings
Sound System	Full PA (2 line arrays, subs, mixer). 4 handheld + 2 headset
Lighting	LED wash, spot, uplighting for stage and fashion runway
Fashion Runway	40'-60' catwalk platform with backdrop. Backstage tent
Wellness Village	3-4 canopy tents (10' x 10'). Yoga mats/blocks for 30-50
Vendor Row	Layout for 10-15 food trucks / vendors with tent spaces
Event Merch & Market	Retail tent (10' x 20') — branded chairs, umbrellas, blankets, tees, hats, totes
Lawn Comfort Area	Open grassy lounge. BYO chairs/blankets. No rental seating
Telethon Booth	2 cameras, switcher, encoder, operator. Phone bank
Power	Generators as needed (park power TBD)
Seating & Furniture	100 folding chairs, 20 tables
Signage & Branding	Event banners (2x4'), zone markers, directional signs
Utilities	Porta-potties (6-8), hand-wash stations, trash/recycling

Setting · Open park. Attendees BYO chairs/blankets; branded seating sold at the Merch Tent.

Sound Zoning · Wellness village 100-150 ft from main stage, or ambient-only audio.

02

PART TWO

Full Show Run

9:00 AM load-in to 6:00 PM load-out — six segments, each with its own vibe.

Pre-Show & Setup

Time	Element	Details
9:00 AM	Vendor & Truck Load-In	All food trucks, vendors, visual artists arrive & set up
9:00 AM	Wellness Village Setup	Yoga mats, massage stations, meditation tents, healing areas
9:30 AM	Sound Check	DJ equipment, main stage audio, runway audio
9:30 AM	Fashion Runway Setup	Runway assembly, backdrop, dressing area
10:00 AM	Telethon Booth Go-Live	Camera & phone bank setup, volunteer briefing
10:15 AM	Volunteer & Staff Briefing	All-hands meeting, safety & zone assignments
10:30 AM	Early Entry	VIP / sponsors / media early walkthrough
10:45 AM	Gates Ready	All stations confirmed — green light

Opening Segment

Time	Element	Lead	Notes
11:00	Opening Ceremony	MC	Land acknowledgment, welcome, intro of sponsors
11:15	Blessing & Intention Setting	Spiritual elder	Grounding meditation sets wellness tone
11:25	DJ Set — Opening Groove	DJ	Low BPM, ambient-to-groove transition
11:30	Wellness Villages OPEN	Practitioners	Massage, meditation, yoga, healing — continuous
11:30	Visual Arts Exhibit OPEN	Artists	Gallery walk, artists on-site for meet & greet
11:30	Food Trucks & Vendors OPEN	Vendors	Sales begin. Best Tasting Contest opens
11:30	Event Merch Tent OPEN	Merch team	Chairs, umbrellas, blankets, tees, hats, totes
11:45	First Mini-Session	Wellness lead	15-min guided meditation or breathwork

RUN OF SHOW · 12:00-1:30 PM

Vibe: energizing, interactive, community buzz

Mid-Morning Flow

Time	Element	Lead	Notes
12:00	Live Performance Set	Featured artist	Acoustic or neo-soul
12:30	Wellness Workshop Block	Practitioner	30-min rotation: yoga, sound bath, stretching
12:30	Telethon Segment 1	Telethon host	First call-to-action. Streaming kickoff
1:00	Fashion Runway Rehearsal	Runway director	Models & designers final walkthrough
1:00	Food Truck Briefing	Contest judges	Set criteria for bracket

Peak Segment

Time	Element	Lead	Notes
1:30	DJ Energy Set	DJ	Upbeat, crowd-building. BPM rises
1:45	Fashion Runway Walk	Runway director	Main attraction. 45-60 min show
2:00	Food Truck Bracket 1	Contest host	Judging round 1. Cash prize
2:30	Live Performance	Artist/band	High-energy live act
2:45	Telethon Segment 2	Telethon host	Mid-event push. Donor highlights
3:00	Wellness Spotlight	Wellness lead	20-min healing session demo on stage
3:15	Food Truck Finals	Contest host	Final judging. Winner at 3:30

RUN OF SHOW · 3:30-5:00 PM

Vibe: creative, reflective, connection

Afternoon Wind-Down

Time	Element	Lead	Notes
3:30	Winner Announced	MC + judges	Food truck cash prize ceremony
3:45	Visual Arts Feature	Curator/artist	Artist talk, live painting, Q&A
4:00	Wellness Deep Session	Practitioner	30-min extended yoga/meditation/circle
4:00	DJ Chill Groove	DJ	Tempo drops. Lo-fi, ambient
4:30	Telethon Segment 3	Telethon host	Final push. Total update
4:45	Acoustic Close-Out	Featured artist	Intimate set. Reflective energy

RUN OF SHOW · 5:00-6:00 PM

Vibe: gratitude, celebration, send-off

Closing Segment

Time	Element	Lead	Notes
5:00	Community Circle	MC + elders	Open mic / sharing circle
5:20	Gratitude Ceremony	A Zyn Space + FHS	Thank you to all
5:30	Closing DJ Set	DJ	Celebration mix. Dance moment
5:45	Final Blessing	Spiritual elder	Closing prayer / intention
5:55	House Lights Up	Production	Thank you announcements
6:00	Event Ends	All teams	Clean sweep. Load-out

CONTINUOUS ALL DAY DJ (11 AM-5:45 PM) · Wellness Village (11:30 AM-5 PM) · Visual Arts · Food Trucks · Telethon · Event Merch Tent

PART THREE

Budget

Full line-item estimates by category, based on Baltimore market rates.
Ranges reflect low-to-high vendor quotes.

Permits, Insurance & Site

Item	Est. Cost
Baltimore City Park Special Event Permit	\$75 – \$175
City services deposit / impact fee	\$500 – \$1,000
General Liability Insurance (1M/2M)	\$500 – \$800
Porta-Potties (6–8 units)	\$800 – \$1,200
Trash & Recycling bins + pickup	\$400 – \$600
Category Subtotal	\$2,275 – \$3,775

Stage, Sound & Production

Item	Est. Cost
Main Stage (16' × 24', deck, canopy)	\$1,500 – \$2,500
Full PA Sound System	\$1,800 – \$3,000
Wireless Mic Package	\$400 – \$700
Lighting Rig (LED wash, spot)	\$1,000 – \$2,000
Generators (2 × 20 kW)	\$800 – \$1,500
Runway Platform + Backdrop	\$800 – \$1,500
Backstage Tent (10' × 20')	\$300 – \$500
Category Subtotal	\$6,600 – \$11,700

Infrastructure & Wellness Village

Item	Est. Cost
Wellness Village Tents (3-4 pop-ups)	\$300 – \$500
Yoga Equipment (30-50 mats, blocks)	\$400 – \$700
Vendor Row Canopies (10-15)	\$500 – \$1,000
Folding Chairs (100) + Tables (20)	\$400 – \$700
Signage / Zone Markers	\$300 – \$600
Water Station	\$200 – \$400
Event Merch Tent (canopy, POS)	\$300 – \$600
Category Subtotal	\$2,400 – \$4,500

Event Merch & Retail

Inventory is an investment — it returns
gross revenue at sale

Item	Qty	Unit Cost	Total Cost	Retail	Revenue
Branded folding chairs	100	\$8-\$12	\$800-\$1,200	\$25-\$35	\$2,500-\$3,500
Branded umbrellas	100	\$4-\$7	\$400-\$700	\$15-\$20	\$1,500-\$2,000
Branded blankets/throws	50	\$10-\$15	\$500-\$750	\$30-\$40	\$1,500-\$2,000
Branded t-shirts	100	\$6-\$10	\$600-\$1,000	\$20-\$25	\$2,000-\$2,500
Branded hats/caps	50	\$5-\$8	\$250-\$400	\$15-\$20	\$750-\$1,000
Branded tote bags	100	\$2-\$4	\$200-\$400	\$10-\$12	\$1,000-\$1,200
POS + cash float	—	—	\$100-\$200	—	—
Merch staff (2-3, 9 hrs)	3	\$150	\$450-\$600	—	—

NET MERCH REVENUE \$9,250-\$12,200 gross - \$3,300-\$5,250 cost = \$4,000-\$8,950 profit

Talent & Programming

Item	Est. Cost
Master of Ceremonies (full day)	\$500 – \$1,000
DJ (full day, equipment included)	\$800 – \$1,500
Live Artist / Musician (1–2 acts)	\$800 – \$2,000
Spiritual Elder / Healer	\$250 – \$500
Fashion Runway Director + Models	\$800 – \$2,000
Wellness Practitioners (3–4)	\$600 – \$1,200
Food Truck Cash Prize	\$500 – \$1,000
Visual Artists Stipend	\$300 – \$750
Category Subtotal	\$4,550 – \$9,950

Telethon, Streaming & Marketing

TELETHON & STREAMING

Livestream Setup (2 cams, switcher, operator)	\$600 – \$1,200
Phone Bank / Volunteer Station	\$100 – \$200
Telethon Host	\$250 – \$500
Subtotal	\$950 – \$1,900

MARKETING & PROMOTION

Flyer/Poster Design + Printing	\$400 – \$700
Social Media Ads (FB/IG, 2–3 wks)	\$500 – \$1,000
Event Banners (2×4' vinyl)	\$200 – \$400
Community Radio / Email	\$100 – \$200
Subtotal	\$1,200 – \$2,300

Staff, Volunteers & Logistics

Item	Est. Cost
Event Coordinator / Production Manager	\$1,000 – \$2,000
Security (2-4, 9 AM-7 PM)	\$600 – \$1,200
Parking / Traffic (2)	\$300 – \$500
Cleanup Crew (4-6 hrs)	\$400 – \$700
Volunteer Meals & Water	\$300 – \$500
First Aid / EMT Standby	\$400 – \$800
Rain Contingency (shelters + tarps)	\$300 – \$600
Paid Volunteers (5-10 @ \$100, incl. meals/beverages)	\$500 – \$1,000
2-Way Radio Communication System (rental or purchase)	\$150 – \$500
On-Site Golf Cart Rentals (2 — artist/stage + production)	\$300 – \$500
Production Team	\$3,500 – \$5,000
Category Subtotal	\$7,750 – \$13,050

NEW IN THIS REVISION

On-Site Operations Add-Ons

Four additions that keep a 500–1,000-person park activation safe, mobile, and professionally run.

Paid Volunteers

\$500–\$1,000

5–10 paid volunteers @ \$100 for the day, including meals and beverages.

2-Way Radio System

\$150–\$500

Mobile communication across all zones — rental or purchase, keeping leads connected all day.

2 Golf Cart Rentals

\$300–\$500

On-site transport — one for artist/stage movement, one for production logistics.

Production Team

\$3,500–\$5,000

Dedicated crew to manage staging, transitions, and the run of show end to end.

THE FULL PICTURE

Budget Summary

Category	Low	High
Permits, Insurance & Site	\$2,275	\$3,775
Stage, Sound & Production	\$6,600	\$11,700
Infrastructure & Wellness Village	\$2,400	\$4,500
Event Merch & Retail (inventory)	\$3,300	\$5,250
Talent & Programming	\$4,550	\$9,950
Telethon & Streaming	\$950	\$1,900
Marketing & Promotion	\$1,200	\$2,300
Staff, Volunteers & Logistics (incl. add-ons)	\$7,750	\$13,050
Contingency (~10%)	\$2,903	\$5,243
TOTAL	\$31,928	\$57,668

Net of merch revenue: inventory of \$3,300–\$5,250 generates \$9,250–\$12,200 gross (\$4K–\$8,950 profit), bringing net production cost to roughly **\$23K–\$49K**.

THE ASK

Recommended Working Budget

TARGET

\$34K

A \$34K target delivers quality sound, solid talent, adequate infrastructure, a dedicated production team, and on-site operations — a professional first-year experience. Net cost runs lower thanks to merch revenue offset.

PRIORITY SPENDING AREAS

Sound system — do not compromise. Poor audio kills a park event.

Porta-potties — 6-8 units minimum. Long lines create a negative experience.

Wellness practitioners — they ARE the brand. Pay them well.

Stage & runway — the fashion show is a headliner draw.

SUSTAINABILITY

Revenue & Cost-Saving Opportunities

REVENUE-GENERATING

Event merch — projected \$4K–\$9K profit

Food truck / vendor fees — modest fee, \$50–\$100 per truck

Telethon — direct fundraising for For Hope's Sake

Sponsor packages — additional tiers available

COST-SAVING

Community partners — source tents, tables, chairs in-kind

Food truck prize — reduce or source as in-kind sponsorship

Promotion — leverage organic reach over paid ads

Runway models — local designers often bring their own

OPERATIONAL GUARDRAILS

Production Notes

01 Weather Contingency

Rain plan required for all outdoor sessions and the runway. Confirm Wyman-Dell pavilion availability during permitting.

02 Sound Zoning

Wellness village 100–150 ft from main stage, or ambient-only audio.
No sound bleed into meditation spaces.

03 Livestream

Camera placement prioritizes the runway and live performances as telethon content drivers.

04 Food Truck Contest

Consider attendee voting alongside judges for crowd engagement.

05 Volunteer Structure

Zone leads for Wellness Village, Runway, Vendor Row, Telethon, and Main Stage — each connected via the 2-way radio system.

LET'S BUILD IT TOGETHER

Thank you.

Wellness in the Park brings accessible healing, arts, and community to Baltimore — and a live telethon raising funds for For Hope's Sake.

PRESENTED BY

A Zyn Space

SPONSORED BY

For Hope's Sake, LLC

WEBSITE

www.4hopessake.org

PHONE

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