

Food & Beverage
**PITCH
LOUNGE**

THE FLOW FEST



**Foodpreneurs
Collective**

ALONGSIDE SASCHA DUTTA FROM THE FOODPRENEURS COLLECTIVE
PITCH LOUNGE IS CO-PRODUCING THE
FOODPRENEURS ZONE AT THE FLOW CAFE

THE
FLOW FEST
Move. Create. Heal.
Connect to the Flow.

March 28 - 29, 2026

Dubai Creek Park, Between Gates 4&5

[PITCHLOUNGE.NET/THE-FLOW-FEST](https://pitchlounge.net/the-flow-fest)

THE FLOW FEST

Alongside Sascha Dutta (Foodpreneurs Collective)

Pitch Lounge is co-producing the
Foodpreneurs Zone at the Flow Cafe, The Flow Fest (Dubai)



The Flow Market

A curated marketplace of conscious brands for intentional living.



Sascha Dutta

FOUNDER
&
F&B COMMUNITY BUILDER



The Flow Café

Nourishing food,
soul-warming drinks
and cozy
conversations.

28-29TH MARCH 2026

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28-29TH MARCH
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FORM AVAILABLE HERE OR AT THE BOTTOM OF THE FOLLOWING WEBPAGE:

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Want a Festival Pass?

Our Foodpreneurs Collective Pitch Lounge community benefits from a 50%-off community discount!

Note that such a discount is not possible on the 1-day or student passes (only valid for the full 2-day Festival Pass)

Order Summary	
1 x FESTIVAL PASS	AED 199.00
Promo code discount (FPCXFLOW)	-AED 99.50
Total Price	AED 99.50



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INTRODUCTION

Overview | Festival Leadership Team | Festival Background

THE FLOW FEST

THE FLOW FEST

The Flow Fest is a women-founded wellness platform curating experiences that empower healthy lifestyles.

Across 11 festivals, they have attracted crowds of 50,000 people as well as over 150 sponsors, 300 vendors, and 150 wellness coaches.

The Leadership Team has 20+ years of experience in mindful movement, positive psychology, and event management, they blend ancient eastern wisdom with practical, modern tools.

VISION

A world where holistic wellbeing is a way of life —powered by joyful, inclusive communities that help people and families thrive in mind, body, and heart.

MISSION

The Flow Fest brings people together to experience holistic wellbeing through movement, mindfulness, creativity, and connection—building an accessible community ecosystem that supports healthier everyday habits, conscious living, and shared growth.

OVERVIEW

**30 Workshops &
Classes**

**March
28-29**

**50
Brands**

**200+
Wellness Promoters**



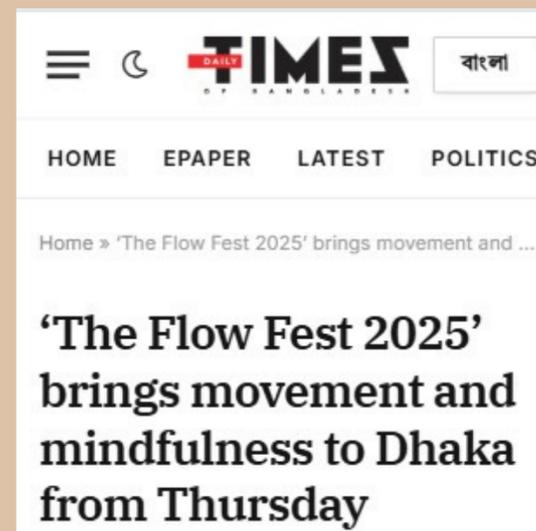
**3000+
Participants**

THE FLOW FEST FOUNDER + CEO



Shazia Omar
Founder + CEO, The Flow Fest

Author, Yogini, Wellbeing Psychologist
Ex- Lehman Brothers, and World Bank
turned Wellness Guru
Dartmouth Undergrad, LSE Masters



Daily Times of Bangladesh



The Daily Star

UAE COMMUNITY BUILDER



Tehzeeb Ahmed
Managing Partner at
Buzzybee Communication

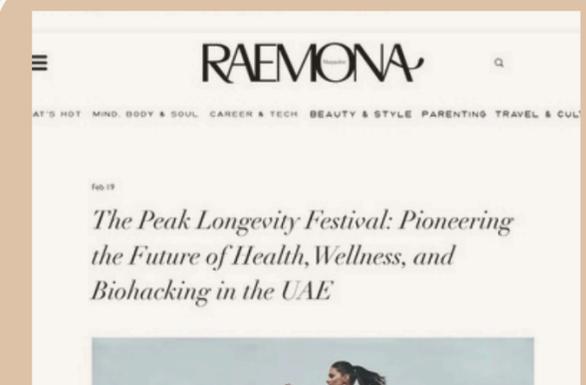
In Dubai, we're proudly partnered with Buzzybee Communications, led by wellness advocate Tehzeeb Ahmed, known for curating landmark events like The Peak Longevity Festival and collaborating with renowned names like Mindvalley and NAFAS Journeys.

Together, we bring local expertise and an authentic community to make The Flow Fest Dubai a celebration of connection and growth.

[PITCHLOUNGE.NET/THE-FLOW-FEST](https://pitchlounge.net/the-flow-fest)



L'officiel



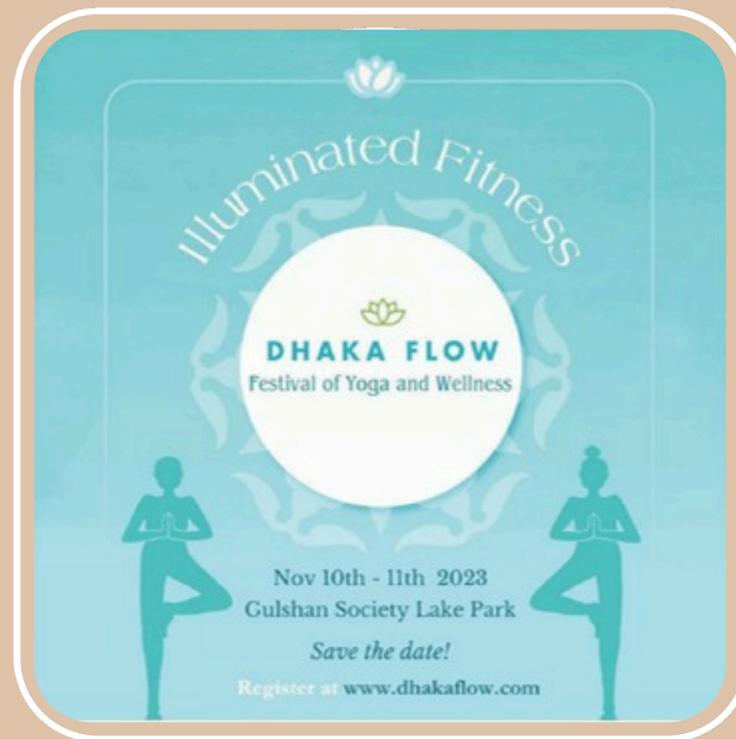
Raemona

THE FLOW FEST

PAST FESTIVALS



[View Video](#)



[View Video](#)



[View Video](#)



[View Video](#)

In addition to the main programming, guests can enjoy:



Family & Community Activities

- Family movement & play sessions
- Interactive wellbeing zones
- Community gathering circles
- Lifestyle & wellness conversations



Women's Movement Pavilion

- Women-only mindful movement sessions
- Mobility, strength & rhythm-based classes
- Safe, private space for connection and expression



Senior-Friendly Wellness

Relaxation, breath and guided grounding experiences

Kids' Movement & Creativity Zone

- Mindful movement for children
- Fun, age-friendly mobility and coordination games
- Art, crafts, and interactive wellbeing activities



Mobility & balance workshops

Relaxation, breath and guided grounding experiences

THE FLOW FESTIVAL

Venue | Program
Festival Outlook

THE FLOW FEST

VARIED DEMOGRAPHIC

Our festival attracts a diverse global audience interested in wellness and community



THE FLOW FEST

THE VENUE

The venue is set outdoors in the sunny Dubai Creek Park.

Enjoy wellness sessions, local healthy food delights, and a vibrant community of healers and coaches.

JOIN US in Dubai for a weekend of movement, music, and mindful connection.

THE FLOW FEST



Mind Flow

Talks, tools and practices to calm your mind, spark insight and reset your perspective.



Body Flow

Movement and fitness sessions to energize, strengthen and reconnect with your body.



Heart Flow

Circles, stories and practices to soften, heal and open the heart.



The Flow Market

A curated marketplace of conscious brands for intentional living.



The Flow Café

Nourishing food, soul-warming drinks and cozy conversations.



Her Space

A dedicated stage for women's voices, stories, leadership and healing.



Little Flow

Playful, sensory and creative experiences designed for kids.



Shareapy Lounge

A safe, comfy corner to share, listen, and feel held in community.

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THE FLOW FEST

INVITING CONSCIOUS FOOD & BEVERAGE (F&B) BRANDS

The Flow Fest is a women-founded wellness festival curating intentional, feel-good experiences rooted in community, wellbeing, and mindfulness.

They have welcomed over 50,000 attendees to their past festivals.

We're helping Leadership Team make the Dubai edition a massive success!

We're curating a thoughtful selection of F&B partners
to be part of Flow Cafe and Flow Market.



Nourishing food,
soul-warming
drinks and cozy
conversations.

**JOIN US FOR A FUN FAMILY WEEKEND OF WELLNESS,
PLAY AND POSSIBILITY.**

[PITCHLOUNGE.NET/THE-FLOW-FEST](https://pitchlounge.net/the-flow-fest)



A curated
marketplace of
conscious brands for
intentional living.

THE FLOW FEST

BRANDS WE'RE LOOKING FOR

INTENTIONAL, ACTIVE, LICENSED TO
SELL IN UAE: F&B MANUFACTURERS,
CATERERS, STREET FOOD POP-UPS,

MEAL PLANS WELCOME.

ALIGNED WITH SUSTAINABILITY AND
CONSCIOUS LIVING.

THOUGHTFUL ABOUT INGREDIENTS,
SOURCING, AND EXPERIENCE.

NO ANIMAL PRODUCTS, NO PLASTIC.

WHY JOIN THE FLOW?

ORGANIC CONTENT, WORD-OF-MOUTH,
COMMUNITY DISCOVERY.

HIGHLY ENGAGED AUDIENCE ACTIVELY
SEEKING NOURISHING FOOD & DRINK.

STRONG FOOTFALL ACROSS TWO FULL
FESTIVAL DAYS.

BRAND VISIBILITY ON OUR SOCIALS: 40K+
FOLLOWERS IN OUR WELLNESS-LOVING
COMMUNITY.

THE FLOW FEST

CREATE

Art

Music

Pottery

Calligraphy

Nutrition

Theatre

Performances

MOVE

Dancing

Zumba

Boot Camp

Self-Defense

Boxing

Marathon

Mobility Training

Nutrition

CONNECT

Mindful Movement

Breathwork

**Immersive Sound
Experience**

Journaling

**Mental Health
Workshops**

**Guided Relaxation
Sessions**

Community

THE FLOW FEST



MINDFULNESS MARKETPLACE

**50+ Brands
Sustainable Healthy
Lifestyle Products &
Services.**



NOURISHING FOOD ZONE

**Plant-based,
Eco-friendly Eats.**



TALKS & WORKSHOPS

**20+ Sessions on
Mental Health, Self-care,
Nutrition & Mindfulness**

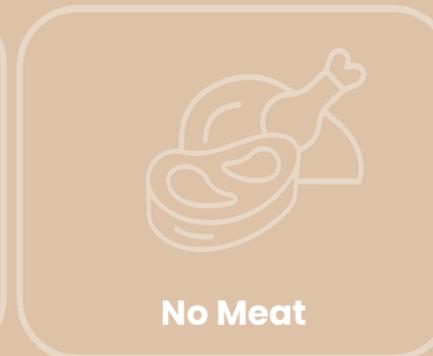


CONCERT & MUSIC

**Curated Outdoor
Concert**

SUSTAINABILITY GUIDE

Our unique aspect of the event is a wellness festival brimming with eco-friendly ideas with its focus on sustainability, as well as enjoyment.



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VENDOR/SPONSOR OPTIONS



Small Table Vendor

For startups, artisans, and solo entrepreneurs

AED 2,200
(USD \$600)

2 x 2 Meter space

1 Table and 2 chairs

Roll-up/banner allowance

Vendor name in printed event map

2 staff passes

Standard Table Vendor

For wellness brands, F&B, or service providers

AED 9,000
(USD 2,450)

3 x 3 Meter Booth

1 Table and 2 chairs

Logo on brochure & Map

2 Staff passes

Power access and basic setup

THE FLOW FEST

Large Vendor

For immersive brand activations or mid-size showcases

AED 20,000 (USD 5,440)

3 x 6 Meter Booth with space for multiple displays

1 table, 2 chairs Logo on brochure & Map, 3-4 staff passes

Priority for placement in high-traffic areas

THE FLOW FEST

Premium Booth

For flagship vendors or sponsor – adjacent brand partners
AED 30,000 (USD 8,160)

6 x 6 Meter Premium booth (upgradeable to sponsor status)

Logo on brochure + map 1 table, 2 chairs, 4 staff passes

Optional branding add-ons (tent, canopy, etc.)

SPONSOR OPTIONS



Zone naming rights – AED 30,000



Branded tote bag insert – AED 10,000



Flower arch branding – AED 20,000



Community lunch sponsor – AED 25,000



Cornerbooth upgrade – AED 1,000



Extra staff badge – AED 150



Branded canopy – AED 2,000+

And/or as
Add-Ons

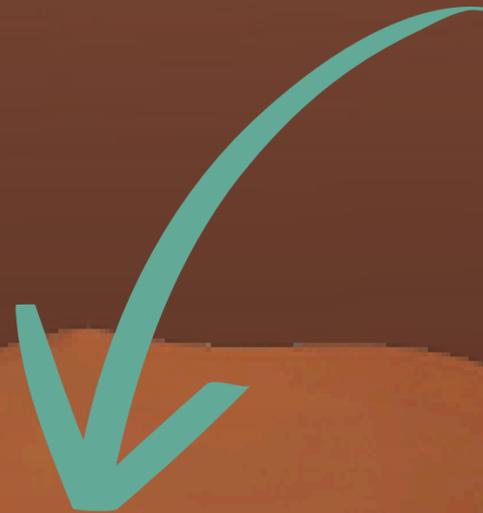
*(Available to All
Vendors)*

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PR & MARKETING

INSERT

OVERVIEW

Digital & Traditional Marketing



Utilizing Flow Fest & Buzzybee social media platforms, E-mail, marketing, and targeted online advertising to raise Awareness and drive registration for the festival. Pre-event printed banners & posters. 40k+ members in their wellness community

Public Relations



Securing **media coverage, press releases, and feature articles** in relevant publications to generate buzz and build anticipation for pre-event and coverage for post-event

Partnership



Collaborating with vendors, coaches and community to amplify our reach and promote the festival to their networks.

Bonus for our partner referrals



“Pitch Lounge - Investor Scoop” Newsletter

Mentions in 23k+ email newsletter with an active UAE list, 50+ open rates, and 25+ CTRs



Social Media Post Mentions

Mentions across our consortium social media channels (100k+ weekly impressions)

FLOW FEST USER JOURNEY

AWARENESS

Online Media Campaigns
Online Ads, E-mail Marketing,
Influencer Partnerships

Offline Media
Flyers and Posters, Press
Releases
Offline Media

Stake Holder Engagement
Community, coaches,
Vendors, Sponsors,
promotional partners etc.
Stakeholder Engagement

Word of Mouth

CONSIDERATION

**Flow Fest Websites
& Landing Pages**

Content Marketing
Blog Posts, statics and
reels

**Social Media
Engagement**
Event Pages, Interactive
and collaborative Posts

REGISTRATION

Online Registration
User friendly form to
derive customer data

Confirmation
Confirmation and
Reminders e-mails using
mailchimp

Offline Registration
Opportunity to register on
Advocacy spot

EVENT DAY

Check in Process
Check-In with QR code

Event Experience
Classes, Workshop, vendor
Engagement, Art,
Performances, Musical
sessions.

Engagement & Feedback
Social Media Sharing,
Feedback Forms

**Potential Sponsored
Raffle/Giveaways**

RETENTION & ADVOCACY

Post Event Follow-up
Thank You Emails and
online posts, Event Photo
and Video Sharing

Event Evaluation
Surveys and Feedback

Community Building

Advocacy
PR Media Outlets, Online
Community Engagement,
Word of Mouth

THE FLOW FEST

MEDIA HITS

SAVOIR FLAIR

“What if staying young wasn’t just about good genes but about knowing the right tricks? That’s exactly what’s being explored at the first-ever Peak Longevity Festival, happening this weekend at Area 57”

[Click to View](#)

DXB Happenings

“The Peak Longevity Festival: Pioneering the Future of Health, Wellness, and Biohacking in the UAE”

[Click to View](#)

Arab Daily

“Mark your calendars for an extraordinary event on February 22 and 23, from 10 AM to 8 PM, as the Peak Longevity Festival takes place at Area 57, Al Khayat Avenue, Al Quoz. ”

[Click to View](#)



UAE NEWS247

“This premier festival is set to revolutionize the health and wellness landscape in the UAE, bringing together the world’s leading longevity scientists, elite biohackers, and high-performance coaches to explore the latest advancements in longevity.”

[Click to View](#)

RAEMONA

“This year’s event will also feature prominent vendors, such as Kineon, Wellth, Longevity Wellness Hub, Longevity UK, and Al Das Longevity Clinic, and many more showcasing the latest life-enhancing products and technologies.”

[Click to View](#)

THE FLOW FEST

MEDIA HITS

L'OFFICIEL

"The Future of Longevity: Inside Dubai's Exclusive Wellness Revolution"

[Click to View](#)

Global Trend Monitor

DISCOVER THE ART OF PUBLISHING

"Mark your calendars for an extraordinary event on February 22 and 23, from 10 AM to 8 PM, as the Peak Longevity Festival takes place at Area 57, Al Khayat Avenue, Al Quoz."

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**MIDDLE EAST
Entrepreneur**

"Since its inception, the UAE has demonstrated itself as a seedbed for innovation and entrepreneurship. From dynamic thinking to ambitious endeavors, it is a place where creativity is encouraged and vision celebrated."

[Click to View](#)

ArabianBusiness

"Is 2022 the year of the mind? Meet the CEO who says it is Mindvalley CEO Vishen Lakhiani believes personal development will be top of the agenda in 2022."

[Click to View](#)

**VOGUE
INDIA**

"Longevity is all the buzz—but are we chasing health or just hype?"

[Click to View](#)

THE FLOW FEST

PAST PARTNERS



Banks

THE FLOW FEST

PAST PARTNERS

Athleisure



F&B



Skin & Healthcare



THE FLOW FEST

PAST PARTNERS

Resorts



Media



PAST PARTNERS

Real Estate



Development Partners



Miscellaneous



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