



RIVERSIDE MARQUEE

Natural Beauty Brand Product Launch Package

For 80 guests | All-Inclusive

Set against the serene backdrop of a private riverside estate, this immersive launch event introduces a new natural beauty brand with intention and elegance. Guests are invited to explore the brand's philosophy through curated experiences, live demonstrations, and mindful moments — all within a beautifully styled marquee and tranquil riverside garden setting.

*This is a sample package, designed to provide guidance for planning a Product Launch at Riverside Marquee.

Specialising in fully tailored experiences, our expert team will be delighted to assist you in planning for your ideal event.

Contact Us today to discuss possibilities:
enquiries@riversidemarquee.co.uk

STYLING & BRAND EXPERIENCE

INDOOR MARQUEE

Aesthetics: Branded theme, live foliage & herbal aroma mists, music

Branded Entrance Experience:

- Elegant, earthy entrance leading into marquee, calming music
- Guided welcome - interactive use of product eg hand cleanse
- Branded tote bags with product, wellness journal, and crystal

Main Interior Styling:

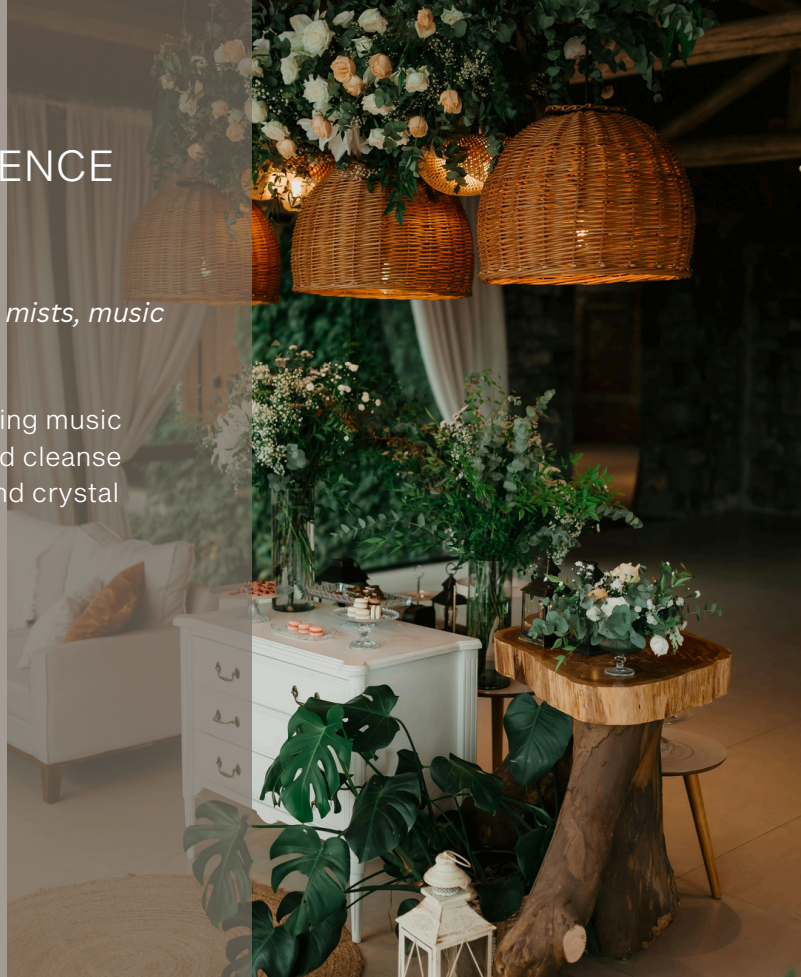
- Lounge spaces with branded wall visuals
- Product displays & sampling stations
- Decorated Speakers stage (incl AV)
- Catering stations
- Background music

OUTDOOR - LAWN & RIVER

- Zen Garden activations
- River's edge activations
- Wellness activations
- Calm shaded seating/reflection areas
- Media/Photo spots

PLANNING & COORDINATION:

- Private venue hire offering exclusivity for your event
- Dedicated Event Planner to craft and coordinate every detail
- Professional Event Manager overseeing execution on the day
- Hospitality staff including bar, waiting staff and security
- Professional AV facilities
- Specialist setup / breakdown crew
- Ample on-site parking



LAUNCH PRESENTATION

Founder's Welcome:

Brand origin story and product philosophy

Product Reveal:

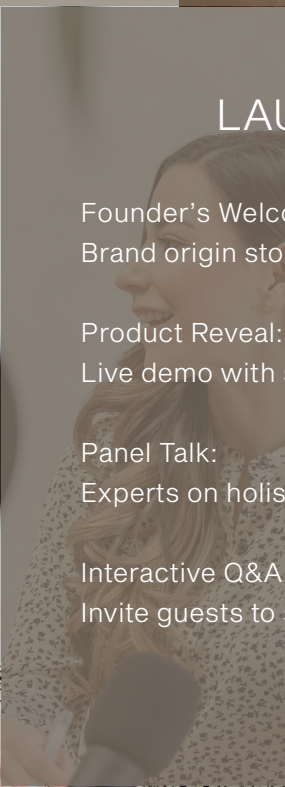
Live demo with sensory immersion — aroma, texture, ritual

Panel Talk:

Experts on holistic wellness, sustainability, and mindful living

Interactive Q&A:

Invite guests to share questions and reflections



BRANDED ACTIVATIONS

Sound Healing Circle: Seating cushions circled around crystal singing bowls, chimes, gongs. Guided sound bath sessions every hour. Soft ambient music between sessions to maintain serenity

Tea Ceremony Pavilion: Shaded nook, floor cushions, low tables. Traditional tea rituals using herbal blends that reflect the brand. Tea masters or wellness guides explaining the mindfulness behind each step

Sensory Sand Tray Station: Mini sand trays with wooden rakes and natural elements (stones, moss, crystals). Guests create their own calming patterns or mandalas. Optional guided meditation

Botanical Breathing Zone: Surrounded by aromatic plants like lavender, rosemary, and jasmine. Breathwork facilitator leading short sessions focused on scent and breath. Branded mist sprays or essential oils for guests to use during the experience

Intention Tree: A sculptural tree or driftwood installation with hanging tags. Guests write intentions or affirmations and hang them on branches

Crystal & Elemental Station: Display of healing crystals with descriptions of their properties. Guests choose one to hold during meditation or take home. Earth, water, fire, and air elements represented through decor and interactive touchpoints

Silent Reflection Nook: Hammocks, beanbags, or low loungers under a natural canopy. Noise-canceling headphones with guided meditations or nature soundscapes. Journals available for personal reflection

NOURISHING F&B

Welcome Drinks

Cold-pressed juices (beet-ginger, cucumber-mint, turmeric-orange)
Herbal teas and infused waters
Kombucha bar with seasonal flavors

Buffet & Grazing Tables

Plant-Based Bowls:
Quinoa, roasted vegetables, tahini drizzle
Wild rice, edamame, mango, and sesame dressing

Fresh Salads:

Watermelon, mint & feta
Kale, apple, walnut & lemon vinaigrette

Wraps & Bites:

Chickpea & avocado wraps
Mushroom sliders with cashew cream

Sweet Treats:

Raw cacao bites, chia puddings, and matcha truffles
Gluten-free lemon bars and fruit platters