

VELTA PRIVÉ
SUMMIT

*Because when extraordinary people gather with intention,
possibility becomes limitless.*

MAY 20-23, 2025
PGA NATIONAL RESORT, PALM BEACH GARDENS, FL

FOUNDER'S VISION

“Transformation happens in trusted spaces.”

- KAREN MARIA ALSTON

Vetta Privé was born from a need for spaces where leadership feels human again.

Founded by Karen Maria Alston, it began as a leadership retreat for women and has evolved into a **global community of trust, intention, and integrity.**

It exists for those who have achieved much, yet crave meaning, belonging, and renewal. A sacred space built on authenticity, care, and connection.



THE MOMENT



The world moves at a relentless pace. Technology evolves faster than our capacity to adapt. Burnout, disconnection, and isolation are common even among the most accomplished.

Vetta Privé is the antidote, a response to a culture that rewards performance over presence.

Now is the time to create spaces of stillness and belonging for those who lead, create, and inspire.

WHY NOW?

In a world defined by acceleration and digital noise, leaders are craving something different: a return to depth, discernment, and genuine human connection. Traditional conferences no longer meet the emotional, relational, or strategic needs of high-performing individuals who live at the intersection of ambition and exhaustion. The landscape is shifting, and the organizations that will shape the future are those creating intentional, private environments where leaders can think clearly, rest deeply, and build relationships that matter.

- Leaders are experiencing unprecedented burnout, fatigue, and isolation.
- Private, off-social-media spaces for connection are disappearing.
- The next generation of leadership prioritizes wellness, purpose, and intimacy over performance culture.
- High-achieving individuals want depth, discernment, and belonging, not another conference.
- The market is moving from mass events to curated, intentional ecosystems that foster trust.





WHAT IS VETTA PRIVE?

Vetta Privé is a private, invitation-only community for creatives, entrepreneurs, executives, and changemakers who seek connection beyond performance.

It is not a conference, it is a living ecosystem of curated gatherings, intentional relationships, and transformative experiences.

COMMUNITY RHYTHM:

- *The Summit:* our annual pinnacle gathering.
- *Salon Dinners:* intimate, global conversations.
- *Virtual Circles:* monthly sessions for connection and growth.
- *Retreats & Immersions:* curated wellness and creative exploration.

Vetta Privé is a leadership ecosystem, not an event.

“We gather not to impress, but to evolve.”

WHO WE ARE

Our members are visionaries, founders, executives, creatives, and entrepreneurs who move with integrity and curiosity.

Vetta Privé is designed to cultivate depth over scale, an intentionally intimate circle where trust and authenticity guide every interaction.

CORE TENETS:

- *Trust*
- *Safe Space*
- *Exclusivity*
- *Serendipity*
- *Curation*



THE SUMMIT



The Vetta Privé Summit is the heartbeat of our community, a 3-day immersive gathering blending leadership, wellness, and creativity.

Held May 20–23, 2026 at the PGA Resort in Palm Beach Gardens, the Summit invites 100 attendees to engage in reflection, connection, and renewal.

It is an intimate gathering of 100 invited leaders.

EXPERIENCES INCLUDE:

- *Conversations with global innovators and thought leaders*
- *Wellness activations and mindfulness sessions*
- *Curated dinners and late-night salons*
- *Intentional silence and personal reflection*



PARTNER IMPACT



Vetta Privé is a modern cultural platform where leadership, wellness, and innovation converge.

Partners gain access to a curated network of global decision-makers and creatives through year-round engagement, from private salons and bespoke dinners to digital storytelling and the annual Summit.

Each collaboration is co-created to align brand purpose with cultural relevance.

PARTNER BENEFITS AT A GLANCE

- *Cultural alignment*
- *Access to global leaders*
- *Curated brand integration*
- *Year-round partnership opportunities*

*Partnership at Vetta Privé
means belonging, not sponsoring.*

EXCLUSIVITY AND ACCESS

Vetta Privé's power lies in its scarcity. Membership and partnerships are capped to maintain depth, alignment, and intention.



150
MEMBERS



10
PARTNERS



1
SUMMIT



100%
INVITE ONLY

MEMBERSHIP ACCESS

Invitation or referral only
150 Founding-Year members

PARTNER ACCESS

10 Visionary Partners annually
Category exclusivity and
co-created storytelling

MEASUREMENT AND ROI

At Vetta Privé, partner ROI is defined by strategic visibility, executive-level relationship building, alignment with conscious and innovative leadership, integration into an intimate community, and premium thought-leadership positioning.



RELATIONSHIP EQUITY

High-trust engagement with global leaders.



BRAND PERCEPTION

Association with authenticity and innovation.



THOUGHT LEADERSHIP

Opportunities to shape global dialogue.



CULTURAL LEGACY

Building the future of conscious leadership.

Return on investment at Vetta Privé is measured in influence, not impressions.

FOUNDATION

Vetta Privé Foundation has been established as a nonprofit corporation and has applied for federal tax-exempt status as a 501(c)(3) organization. Our Employer Identification Number (EIN) is #39-3688922. While our application is pending, contributions will be treated as tax-deductible to the fullest extent allowed by law once our determination letter is received. Upon approval, all qualifying donations made during this pending period will be retroactively recognized as tax-deductible by the IRS.

OVERVIEW

The Vetta Privé Foundation partners with visionary brands, organizations, and individuals committed to shaping the future of leadership, innovation, and wellness. Sponsorship is more than a contribution, it is an investment in transformational learning experiences, expanded access for emerging leaders, and the cultivation of a trusted, high-impact network.

WHY PARTNER WITH US

Align with Impact – Your investment fuels programs that equip leaders, entrepreneurs, and innovators with the skills, relationships, and resilience to thrive in a rapidly changing world.

Unmatched Access – Engage with a curated community of influential executives, investors, and thought leaders in an intimate, no-social-media environment that fosters trust and authentic connection.

Brand Elevation – Position your organization alongside a premier, invitation-only leadership experience recognized for excellence, innovation, and exclusivity.



SUPPORT



YOUR SPONSORSHIP SUPPORTS

- *Scholarship Access Fund* – Expanding opportunities for emerging leaders and underrepresented voices to participate in Vetta Privé programs.
- *Leadership Labs & Educational Programs* – Delivering year-round content, training, and mentorship initiatives.
- *Wellness & Resilience Integration* – Embedding strategies for sustainable success into leadership development.

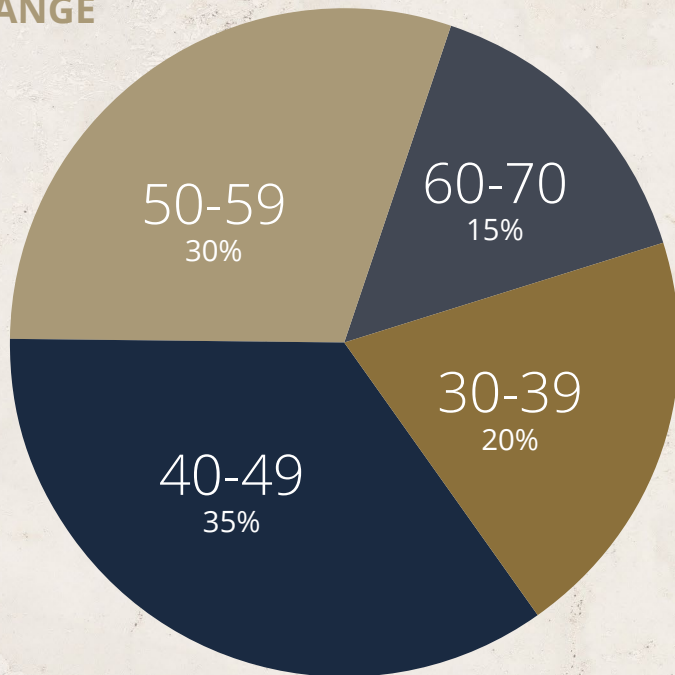
OUR PARTNERSHIP APPROACH

We tailor sponsorship activations to reflect your brand's priorities while ensuring they integrate seamlessly into the Vetta Privé experience. From thought leadership opportunities to curated networking engagements, our sponsorships are designed for impact, exclusivity, and relationships that last well beyond the event.

WHO YOU WILL REACH

Vetta Privé attracts a high-influence community of executives, founders, investors, and cultural leaders shaping what's next in business, technology, wellness, and innovation. Partnership means connecting with decision-makers who move capital, shape policy, and drive cultural impact across industries. **Attendance is invitation-only and curated intentionally to maintain alignment, intimacy, and depth of connection.**

AGE RANGE



30-39 years old (20%) Young executives, startup founders, emerging thought leaders, and next-generation innovators are entering positions of influence.

40-49 years old (35%) Established leaders in their prime, scaling companies, leading major initiatives, and driving transformation in their fields.

50-59 years old (30%) Seasoned executives, investors, board members, and cultural leaders with extensive networks and resources.

60-70 years old (15%) Legacy leaders, philanthropists, investors, and advisors offering deep experience and strategic capital.

SECTORS REPRESENTED

- Consumer Products
- Finance
- Wellness
- Technology
- Education
- Policy & Law
- Venture Capital
- Entertainment & Media
- Arts & Culture
- Sustainability
- Energy & Climate Innovation
- Beauty & Luxury

INCOME PROFILE

- Affluent Professionals
- High Net Worth
- Ultra High Net Worth

GEOGRAPHIC REACH

Leaders representing major markets including New York, Los Angeles, San Francisco, Chicago, Washington DC, Atlanta, Miami, Toronto, London, Dubai, and Singapore.

PROFESSIONAL ROLES

- C-suite executives
- Founders and entrepreneurs
- Investors and venture capital partners
- Creative and cultural leaders
- Senior policy advisors
- Scholars and thought leaders

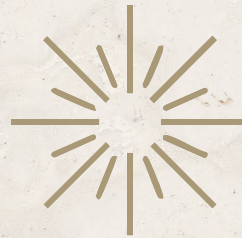
SPONSORSHIP ALIGNMENT

Vetta Privé partners with brands that share our commitment to authentic leadership, integrity, and human connection. Our partnerships are highly selective and rooted in collaboration, meaningful storytelling, and shared purpose. We design every integration with intention, ensuring that brands contribute to the experience rather than simply placing a logo on it.



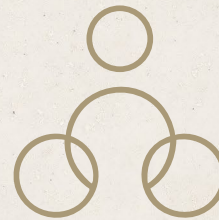
VISIONARY PARTNER (\$100K+)

Co-create experiences and storytelling.



INNOVATION PARTNER (\$50K)

Lead salons or activations tied to innovation and wellness.



CONNECTOR PARTNER (\$25K)

Support curated dinners or retreats.



PURPOSE PARTNER (\$10K)

Participate in digital storytelling and impact initiatives.

VISIONARY

\$100K+

For a premier partner seeking maximum visibility, category exclusivity, and a defining leadership role within the Vetta Privé experience.

Benefits Include:

- **Category exclusivity within your industry**
First right of renewal for the 2027 Summit
- **Four (4) tickets to Vetta Privé**
An \$18,000 value that includes full programming, meals, wellness, and curated experiences.
- **Exclusive recognition as the Title Sponsor**
Premier brand presence across all touchpoints.
- **Opening or closing remarks at a main session**
Position your executive team as thought leaders shaping the conversation.
- **Dedicated brand activation**
A custom-designed experiential moment integrated seamlessly into the Summit.
- **Premier logo placement**
Featured prominently on event materials, signage, website, digital communications, and press releases.
- **Branded VIP lounge or activation**
A luxury environment that aligns your brand with intimacy, exclusivity, and high-touch engagement.
- **Co-branded gifting experience**
Personalized gifts curated for attendees, presented in partnership with Vetta Privé.
- **VIP airport transfers**
Roundtrip transfers for sponsor guests from Fort Lauderdale or Palm Beach International Airport to the PGA Resort.
- **VIP concierge service**
A dedicated point of contact for sponsor representatives throughout the Summit.
- **Custom luxury experience for executives or guests**
Options include a private spa immersion, bespoke wellness session, or exclusive brand showcase.
- **Internet Wi-Fi branding**
Sponsor-branded Wi-Fi network name throughout the event venue.
- **Curated private dinner hosted by the sponsor**
An intimate experience for select attendees, designed to foster deep relationship-building.
- **Executive on-camera interview**
Distributed through Vetta Privé's digital channels for added brand visibility.
- **Exclusive Host Sponsorship of a Signature Event**
Lead sponsorship on a high-profile keynote, cultural moment, or networking experience.

INNOVATION

\$50K

For organizations seeking elevated thought leadership, meaningful brand integration, and high-visibility engagement throughout the Vetta Privé experience.

Benefits Include:

- **Four (4) tickets to Vetta Privé**
An \$18,000 value that provides full access to programming, curated meals, wellness sessions, and connection experiences.
- **Featured speaking opportunity**
Participate in a fireside chat or panel to showcase your expertise and thought leadership.
- **Premium logo placement**
Visibility across conference signage, the Vetta Privé website, digital communications, and select marketing materials.
- **Feature in the digital program guide**
Highlighted placement alongside speakers, partners, and key Summit experiences.
- **VIP networking access**
Exclusive opportunities to connect with speakers, innovators, executives, and high-influence attendees.
- **VIP airport transfers**
Roundtrip transfers for sponsor representatives from Fort Lauderdale or Palm Beach International Airport to the PGA Resort.
- **Personalized brand engagement**
A bespoke experience, curated session, or activation crafted to reflect your brand's vision and values.
- **Invitation-only VIP dinner or private networking event**
Intimate access to top attendees and community leaders.
- **On-camera executive interview**
Captured for Vetta Privé's digital channels to extend brand visibility beyond the Summit.
- **Private Roundtable or Masterclass**
Host a small-group, high-value discussion with select attendees in a setting designed for depth and connection.
- **Priority media exposure**
Prominent mentions in post-event press, website highlights, and digital recaps.

CONNECTOR

\$25K

For companies, investors, and brands seeking increased visibility, strategic exposure, and deeper engagement within the Vetta Privé community.

Benefits Include:

- **Two (2) tickets to Vetta Privé**
A \$9,000 value that includes full programming, curated meals, wellness sessions, and networking experiences.
- **Recognition as a Sponsor**
Brand acknowledgement on conference signage and printed materials throughout the Summit.
- **Featured logo placement on the Vetta Privé website**
Visibility alongside speakers, partners, and program highlights.
- **Inclusion in pre-event and post-event press releases**
Position your organization within Vetta Privé's broader communications strategy.
- **Select social media integration**
Brand inclusion in curated marketing campaigns designed to build anticipation and accelerate post-event visibility.
- **VIP airport transfers**
Roundtrip transfers for sponsor representatives from Fort Lauderdale or Palm Beach International Airport to the PGA Resort.
- **Gift bag placement**
Opportunity to include branded materials or high-end products in attendee gift bags.
- **On-camera executive interview**
A professionally captured interview shared on Vetta Privé's digital platforms to extend your reach.

PURPOSE

\$10K

For emerging brands and business owners seeking high-level visibility and meaningful engagement with an influential, values-driven audience.

Benefits Include:

- **Two (2) tickets to Vetta Privé**
A \$9,000 value that includes full access to programming, curated meals, wellness sessions, and community conversations.
- **Recognition as a Founding Sponsor**
Highlighted presence on select event materials as part of the inaugural partner cohort.
- **Logo placement on the Vetta Privé website**
Featured recognition as a Founding Sponsor alongside key program and community partners.
- **Inclusion in select pre-event marketing materials**
Visibility in curated communications leading up to the Summit.
- **VIP airport transfers**
Roundtrip transfers for sponsor representatives from Fort Lauderdale or Palm Beach International Airport to the PGA Resort.

Regardless of tier, all sponsors receive:

- High-touch engagement with a curated audience of high-level leaders
- Recognition in select conference promotions and marketing materials
- Access to VIP events and curated networking opportunities
- A bespoke, white-glove sponsorship experience tailored for brand alignment

LONG-TERM VISION

By 2030, Vetta Privé will unite 300 members globally, a living network of conscious leaders who value depth, innovation, and connection.

Together, we're redefining what leadership feels like: grounded in trust, powered by purpose, and designed for impact.

Partners who join us now become part of the founding era of Vetta Privé.



THANK YOU.

Karen Alston, Founder

hello@vettaprive.com