

MEDIA PACK 2023

PACE

**THE ULTIMATE
CARNIVAL
DANCE FITNESS EVENT**

PACE EVENT LTD: PACETHEVENT@GMAIL.COM



PACE

PACE IS A PRE-NOTTING HILL CARNIVAL WORKOUT PARTY!
THINK OF IT AS A HIGH-ENERGY CROSS BETWEEN ZUMBA,
HAPPY HOUR
AND THE COLOURS, MUSIC, AND EUPHORIA OF NOTTING HILL CARNIVAL!

Audiences are led through HIIT warm-ups, dynamic dance motifs and an epic choreography piece by a lineup of expert dance instructors from around the globe as they whine, squat, twerk and twirl to get ready for an incredible Carnival weekend. We expect over 400 people at PACE this year at Venue: 26 Leake Street, Waterloo, London on August 23rd 2023, from 6-10 PM

OUR TARGET AUDIENCES:

25-35-year-old women who enjoy Caribbean culture, Carnival, dance and fitness, these include:

- Habitual Notting Hill Carnival attendees
- Seasoned Masqueraders (people who go to the Carnival yearly in an organised float)
- First-time Carnival Goers
- Fitness fanatics and people who enjoy Twerk, Carnival and dance classes!

WHO WE ARE:

PACE is the brainchild of Zaiah Arts Ltd and Live Love Soca Ltd.

Zaiah Arts is one of the world's most influential Carnival Arts dance fitness companies and have a reach of over 100 000.

Live Love Soca is the largest Caribbean lifestyle & activewear brand in the world, with a reach of 250 000.





THE UK LOVES NOTTING HILL CARNIVAL

WE ENJOY GOING TO IT...

***NHC IS THE LARGEST CARNIVAL IN EUROPE
THAT ATTRACTS OVER 3 MILLION PEOPLE EACH YEAR
WITH A MARKET VALUE OF £150M***

WE LOVE GETTING READY FOR IT...

***75% OF NHC GOERS SAY THEY HAVE BEEN TO THE GYM
OR DONE FITNESS CLASSES IN PREPARATION FOR NHC***

**BUT THERE ARE NO MAINSTREAM
CARNIVAL-FOCUSED FITNESS EVENTS FOR
NOTTING HILL CARNIVAL LOVERS**

THERE IS A VIABLE MARKET FOR PACE



STATS ON WHAT PEOPLE LOVE MOST ABOUT CARNIVAL DANCE & FITNESS



79% of UK Adults feel their health has become more important over the last 3 years with Dance classes and Aerobics being in the top 5 attended fitness classes in 2022.



The UK fitness report puts Twerk classes in the top 3 fitness trends for 2023. A close second behind CrossFit.



'Twerk classes near me' is a current Google trend breakout.



In 2022 the search for Notting Hill Carnival increased by 500% between August 1-13th

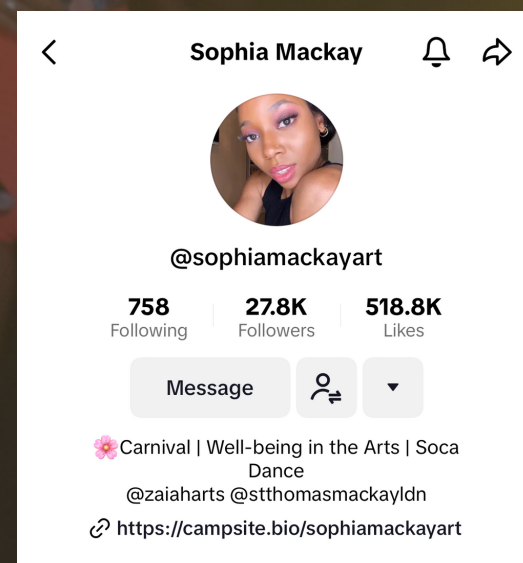
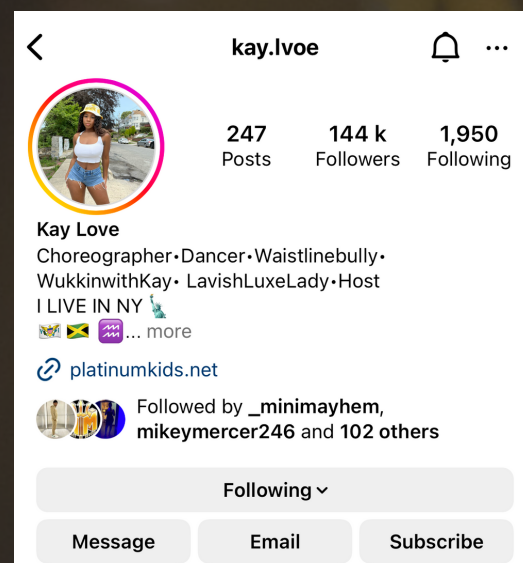


WHAT IS PACE?

PACE is A Pre-Notting Hill Carnival Workout Party event that serves as a gateway experience and warm-up (literally) for the second-largest Carnival on the planet!

THINK ZUMBA, MEETS TWERK, MEETS HAPPY HOUR AND NOTTING HILL CARNIVAL- ALL IN ONE!

This year's Pace event will be led by our Sophia from Zaiah Arts & International Guest Instructor: Kay Love with International DJ Jel



WHERE & WHEN

On August 23rd 2023 at our official launch, we will host over 400 people at Venue 26 Leake Street for PACE from 6pm to 11pm

Our 2022 Sold Out Soft launch saw 200 'PACERS' at London's Fire & Lightbox, Vauxhall.



VIDEO OF PACE 2022

PACE EVENT LTD: PACETHEVENT@GMAIL.COM

Who We Are

Zaiah Arts

Established in 2018, Zaiah Arts is a Carnival Arts Dance & Fitness brand that fuses West-Indian Carnival music and movement with Well-being in dance classes.



www.zaiaharts.com

Instagram, TikTok, Facebook, YouTube icons followed by @zaiaharts

Live Love Soca

Established in 2015, Live Love Soca is a lifestyle clothing brand based around caribbean music (Soca) and west-indian carnival.



www.livelovesoca.com

Instagram, TikTok, Facebook, YouTube icons followed by @livelovesoca

WHO WE'VE WORKED WITH:



PACE 2022

OUR 2022 SOLD OUT SOFT LAUNCH OF PACE SAW 200 'PACERS' AT LONDON'S FIRE & LIGHTBOX, VAUXHALL
THIS YEAR WE ANTICIPATE 400 PACERS AT VENUE 26, WATERLOO ON THE 23RD OF AUGUST



GET IN TOUCH WITH US
WE WOULD LOVE TO HAVE YOU
AT OUR EVENT



PACETHEVENT@GMAIL.COM/
SOPHIA@ZAIAHARTS.COM



EVENTBRITE LINK

