



WELCOME TO DVV

Dunsmuir Visionary Village

Dunsmuir Visionary Village DVV



Dunsmuir sits near the base of the majestic and awe-inspiring Mount Shasta. The town is nestled within the Sacramento River Canyon and is surrounded by deep forest, winding paths, and crystal-clear streams.

The City of Dunsmuir was founded in 1886. It is a small Northern California community with deep historical roots and a once prosperous and bustling past.

The natural beauty of this community is stunning. Its water is award-winning/famous and its air fresh and clean. Within this peaceful and scenic setting, you can hear the echo of a train pass through town, a subtle reminder of a time when legendary performers like Charlie Chaplin and the Marx Brothers would step off the train platform and onto the California Theater stage to perform, amusing and delighting town visitors and local residents.

This business opportunity involves revitalizing the city of Dunsmuir, CA, by establishing a multi-use performing arts, and events center.

A primary benefit to this plan is that it is inclusive with respect to other businesses here, which will in turn increase town commerce and create additional opportunities for partnership and jobs.

DVV will utilize five primary commercial properties

The historic
California Theatre

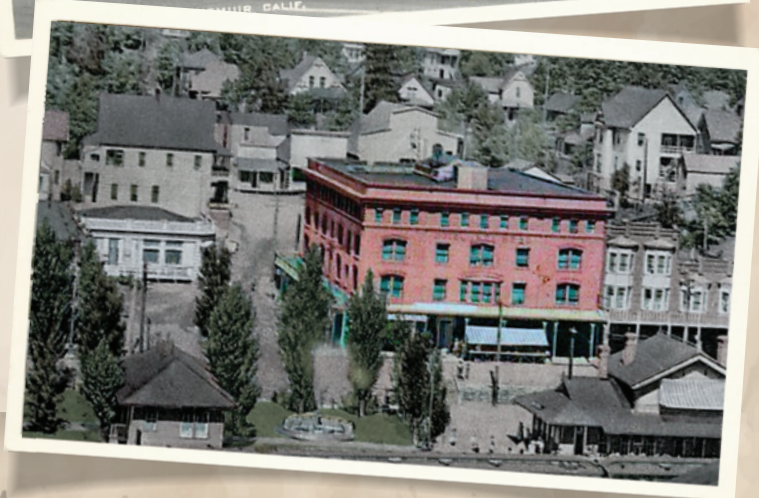
Castle Rock Inn

Hotel California
Dunsmuir

Dunsmuir
Energy Station

The adjacent
Theatre Annex building

The hotels,
Hotel California Dunsmuir
and **Castle Rock Inn**,
will provide guests with
comfortable and uniquely
themed hotel rooms,
healthy dining options,
and local shopping.



Welcome to the
**HOTEL
California
DUNSMUIR**
such a lovely place

Amenities

At the center will include a rooftop gym/spa with six or eight infra-red saunas and three or four hot tubs, plus juice bar/tea house.

The exercise equipment is surrounded by a beautiful herb garden. All of these are available for sale as well as for use, including the glass structure housing the rooftop facility.

The purpose of this venture is to create new opportunities, jobs, and commerce in Dunsmuir, revitalizing the business community and promoting sustainable economic growth.

Target Audience

The center aims to attract company retreats, family adventures, urban dwellers seeking relief from fast-paced lifestyles and provide them with relaxation, healing, exploration, learning, and entertainment.



Themed weekend

Themed weekend events will be organized, integrating specific historical periods of Dunsmuir with film, art, music, and food. Local businesses will participate by offering themed experiences, and the entire town will be invited to join in the festivities.

Weekday programs will cater to retreats, workshops, and health-centered activities, promoting physical and emotional renewal.

Conferences, educational workshops, and local civic activities.

The center's website will showcase a wide range of captivating hotel rooms, along with an easy-to-use online reservation system.

Additionally, visitors will find comprehensive details about the engaging workshops and exciting events organized at the center.

Each hotel room will boast a distinctive decor, ensuring a unique and memorable experience for our guests. Furthermore, to enhance their stay, we will provide a thoughtfully curated gift bag. This bag will include a link to a captivating documentary, as well as a complimentary set of luxurious towels, robes, and premium natural personal care products.

Moreover, the gift bag will feature exclusive souvenirs that align with the theme of the weekend.



Transportation options

Overall, the goal is to revitalize Dunsmuir by leveraging its natural beauty, historical significance, and the potential for a vibrant health, arts, and events center. The vision is to create a thriving community of prosperity, healthy living, culture, and economic opportunities for all residents.



Introduction

Imagine a space where the world's most influential brand stories come alive, sparking creativity, and forging new pathways to success. Welcome to Dunsmuir Visionary Village, where we invite you to become a part of this groundbreaking immersive hotel experience that will redefine brand engagement.



Concept and purpose

At Dunsmuir Visionary Village, we believe that true innovation is born from inspiration and collaboration. That's why we've created an unparalleled opportunity for sponsors like you to showcase your brand in a way that captivates, challenges, and inspires.

Immersive room experience

Each room in the village is a gateway into your brand's soul, a meticulously crafted space that tells your unique story. Through a fully immersive role-play, participants will step into your brand's journey, experiencing the spirit and values that drive your success. It's an opportunity to forge deep, authentic connections and leave a lasting impression.



Collaborative problem-solving

Dunsmuir Visionary Village goes beyond a mere storytelling experience. It's a collaborative powerhouse where real-world challenges meet fresh, innovative solutions. As a sponsor, you have the chance to integrate your current challenges into the script, tapping into the collective intelligence of a dynamic group of minds. This crucible of ideas will unlock new perspectives, breakthrough insights, and unleash the full potential of your brand.

Marketing exposure

As a sponsor, you become part of an elite marketing group, gaining heightened visibility and exposure. Your logo and brand will be prominently featured in our marketing materials, reaching a wide audience of industry professionals, thought leaders, and potential clients.



Unique benefits and opportunities

As a sponsor, you'll have the chance to showcase your products and services at our highly anticipated trade shows, held four times a year. Guests and the public will visit your booth, tour your room, and experience the true essence of your brand. We'll also provide additional avenues for exposure, including video presentations, a dedicated podcast featuring your brand, and even a personalized 'tiny book' that encapsulates your journey.

Call to action

Join us in crafting tomorrow's breakthroughs today. Sponsor a room at Dunsmuir Visionary Village and become an integral part of this narrative-driven innovation hub. Let your brand inspire, collaborate, and redefine the future of problem-solving.

Together, we'll create a space where innovation thrives and where your brand shines..



Thank you for considering this unique opportunity.
We look forward to partnering with you on this transformative journey.

Sponsorship Investment amount

\$108,000 per year

Sponsor Benefits

Room Stays

- Sponsors receive six weekends per year for room stays at the Dunsmuir Visionary Village.
- They can use these stays for themselves, their employees, customers, family, and friends.
- Living gallery (art on hotel walls for sale)

Annual Event

- The project organizes a 2-day event four times a year.
- Main Street is closed, and all 40 sponsor companies have booths along Main Street.
- Sponsors can showcase their products and services during the event.
- Visitors can tour the hotel and view sponsor-decorated rooms.
- Sponsors can display videos about their companies in the Theatre.

Marketing Exposure

- Sponsors are part of an elite marketing group, gaining increased brand visibility and exposure.
- Their logos and brands are featured in marketing materials related to the Dunsmuir Visionary Village project.

Room Decorators

- Companies specializing in room decoration or related services can exchange their services for exposure within the project.
- This arrangement allows sponsors to showcase their skills and gain visibility.

Immersive Experience

- Sponsors can create immersive experiences in their sponsored rooms.
- Participants can step into the sponsored rooms and fully engage with the sponsor's brand story and values.

Annual Conference Sponsor Discount

- Sponsors receive a discount on conference attendance held at the Dunsmuir Visionary Village.
- This provides an additional opportunity for sponsors to engage with the project's community and industry professionals.

Mastermind Group

- The Mastermind Group provides a unique networking and collaborative problem-solving opportunity.
- This group fosters peer learning, networking, and support among sponsors.

Introducing Dunsmuir Visionary Village (DVV) A Revolutionary Retreat Experience

Nestled at the base of the awe-inspiring Mount Shasta, Dunsmuir beckons, offering a retreat like no other. Steeped in historical richness and surrounded by pristine natural beauty, this Northern California town is poised for a transformative revival.

Dunsmuir's charm dates to its founding in 1886, boasting a history that once thrived with legendary performers and bustling commerce. Today, DVV seeks to breathe new life into this charming community by establishing a multi-use performing arts and events center.

The cornerstone of this revitalization effort is the transformation of five key properties: the historic California Theatre, the Theatre Annex building, Hotel California Dunsmuir, Castle Rock Inn, and the Dunsmuir Energy Station. These properties will converge to create a hub of creativity, culture, and commerce.

DVV transcends the conventional definition of a venue; it's a transformative experience that ignites innovation and creativity. Picture a realm where the immersive atmosphere sparks inventive thinking, providing a haven for businesses to extricate their employees from the daily grind.

Our goal is to facilitate a space where teams can navigate company challenges through engaging experiences, fostering a creative mindset and offering a unique solution-oriented approach. The incorporation of Dunsmuir's rich history adds an extra layer to this immersive environment, creating a harmonious blend of past and present. This isn't just a retreat; it's a strategic initiative to empower businesses with the tools they need to tackle issues creatively.

As part of the immersive experience, participants engage in interactive rooms designed to foster creativity and new perspectives. Themed challenges, like "murder mystery" dinners, are not just entertainment; they serve as strategic tools for addressing real-world business problems.

Sponsors play a pivotal role in this groundbreaking initiative. A sponsorship investment of \$108,000 offers a myriad of benefits

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Thank you for considering this unique opportunity. We eagerly await the opportunity to embark on this transformative journey with you.