



## **Sponsorship Opportunity: The Melanated Wholistic Wellness Fair**

### **Event Overview:**

The Melanated Wholistic Wellness Fair is a vibrant and enriching event aimed at promoting health, wellness, and holistic practices for all, focusing on members of the Black community. This groundbreaking fair seeks to shed light on health disparities while providing education, resources, and opportunities for individuals to enhance their well-being. The event will take place on June 1, 2024 at the Carole Hoefener Center, ensuring ample room to accommodate a diverse and engaged audience.

### **Why Sponsor The Melanated Wholistic Wellness Fair?**

*Celebrating Diversity:* Supporting The Melanated Wholistic Wellness Fair demonstrates your commitment to diversity and inclusion. By aligning your brand with this event, you show that you value and prioritize the well-being of all individuals, irrespective of their background.

*Positive Impact:* Your sponsorship directly contributes to addressing health disparities in the Black community. Your support will be acknowledged as part of a collective effort to create positive change and empower individuals to take control of their health and wellness. Your sponsorship will go towards the building fees, speaker fees, permits, insurance, vendor accommodations and so much more.

*Exceptional Exposure:* Partnering with us means gaining significant exposure. Our skilled marketing team is renowned for their expertise, ensuring that your brand receives widespread recognition both before and after the event through social media campaigns, online promotions, and other strategic marketing efforts.

### **Sponsorship Benefits:**

**Prominent Brand Visibility:** Your logo will be prominently displayed on event materials, including banners, posters, programs and our website.

**Social Media Exposure:** Benefit from targeted social media campaigns that will amplify your brand to a diverse and engaged audience.

**Networking Opportunities:** Connect with fellow sponsors, industry professionals, and potential clients, fostering valuable relationships.

**Community Engagement:** Showcase your commitment to supporting the well-being of the Black community and make a positive impact.

**Educational Initiatives:** Contribute to educational workshops, seminars, and activities that empower attendees to prioritize their health and well-being.

**We look forward to the opportunity to partner with your esteemed organization and together create a meaningful and impactful event that celebrates diversity, promotes wellness, and addresses health disparities within the Black community.**



## SPONSORSHIP PACKAGES

Payment Plans Available

### MELANAIRE PACKAGE \$4000\*

- Featured as sponsor in **paid Facebook and Instagram advertising/media online ad campaigns featuring business's direct link/social tags in caption**
- **Annual full site advertisement** on fair's website with custom domain (i.e [www.tmwwf.com/yourbusiness](http://www.tmwwf.com/yourbusiness))
- **2 minute presentation/remarks** during fair welcoming
- Logo displayed on festival **sponsorship banner at main entrance**
- Logo displayed on festival website homepage and all festival social media outlets
- Recognized during event as presenting sponsor
- Exhibit space in prominent location

### SHINE BRIGHTER PACKAGE \$2500\*

- Featured as sponsor in **paid Facebook and Instagram advertising/media online ad campaigns**
- **Annual half page site advertisement** on fair's homepage
- 1-minute presentation/remarks during fair welcoming
- Logo displayed on festival **sponsorship banner at main entrance**
- Logo displayed on festival website homepage and all festival social media outlets
- Recognized during event as sponsor

### SPOTLIGHT PACKAGE \$1000\*

- **Annual quarter page advertisement on fair's homepage**
- Logo displayed on festival website homepage and all festival social media outlets
- Recognized during event as sponsor

\*all sponsors have the option to bring/send swag bags; coupons, flyers, promotional material, etc., to the attendees by staff.

Please email us your desired package at [tmwwfair@gmail.com](mailto:tmwwfair@gmail.com). From there, we will collect all necessary information about your business and provide you an email invoice to complete your payment.

