



2018

# Thick N Sassy Curvy Queens Fashion Show Sponsorship Package

TABITHA ONYANGO

682. 738.5306 | [TNS@THICKNSASSY.COM](mailto:TNS@THICKNSASSY.COM)



# LET US WORK TOGETHER

Dear Business Owner,

On behalf of Thick N Sassy I would like to invite you to take part in an incredible opportunity this year in support of our annual Thick N Sassy Curvy Queens Fashion Show. You will have the chance to promote your business, while helping us raise awareness of designers, stores, and boutique owners who specializes in plus size garments and designs.

We kindly ask for your company's generous donation in support of our efforts in raising funds to reach our goals. Since we can only achieve our goals with your help, it is important for us to work hard to ensure that you benefit as much as possible from our event.

In return for your generosity, we will be promoting your business with brand-recognition during our Thick N Sassy Curvy Queens Fashion Show and in our show program and there will be many more benefits as well. Our promotional efforts will provide you with a great opportunity to increase recognition of your company amongst the female population, as well as through the Thick N Sassy community through a unique and memorable approach.

I sincerely hope that you will take this proposal into consideration as our event depends greatly on the generous support of members of the local business community such as yourself. If you have any questions, comments, or concerns, please do not hesitate to contact me at [tns@thicknsassy.com](mailto:tns@thicknsassy.com).

Thank you for your consideration and interest in our show and organization. I look forward to speaking with you.

Sincerely,

Tabitha Mitchell-Onyango  
Owner & Founder of Thick N Sassy Plus Size Fashion Shows & Showcases

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# ABOUT US

Thick N Sassy has managed to touch the lives of thousands of plus size women all over the world. We are here to be a positive motivator to plus size women everywhere regardless of their race, color, or creed. We've built our reputation on excellence by focusing on the plus sized community via our plus size fashion shows and showcases and empowering conferences in order to teach the fundamentals of a healthy self-esteem. We don't focus on the numbers. We focus on the people! Thick N Sassy motivates and uplifts by building and rebuilding self-esteem. Our mission is to promote self-love, and most importantly self-respect. What better way to build and instill these qualities than through an exclusive plus size runway fashion show and showcases?

# ABOUT THE EVENT

The high energy 2018 Curvy Queens Fashion Show will be Saturday, July 28th at Bob Duncan Center Located in Arlington, TX. The doors will open at 6:00 PM and the show will begin promptly at 7:00 PM. This Thick N Sassy Curvy Queens Fashion Show is the largest plus size fashion show of its kind in the Dallas & Fort Worth community! The show itself will promote many local businesses including plus size designers, plus size clothing stores as well as makeup artist and hairstylist. There will also be guest performances from various up and coming R&B and Gospel artist located with the Greater Texas Region.

# OUR PARTNER

Thick N Sassy is pleased to also be able to partner with various non-profit organizations located right in the here in our own backyard for the Dallas/Ft. Worth area. Each year we donate portion of the proceeds to these organizations to help enrich & uplift our community. Here at Thick N Sassy, we understand the importance of education and awareness. By organizing a successful show and receiving the support of sponsors like yourself, we hope to raise a total of \$10 000, to help a non-profit organization of our choosing where at least a minimum of 15% of our proceeds will be donated.

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# 2018 SPONSORSHIP OPPORTUNITIES

Thick N Sassy was created on three principals: Self-Esteem, Self-Love, & Self-Respect. These are the three foundations of self. These foundations are very important factors to help motivate women to realize their true potential and to realize their self-worth. Thick N Sassy is proud to be a leader of the plus size fashion shows and showcases for over 5 years. Our sponsors make that possible by providing a monetary gift to underwrite our expenses, or donate goods or services as an 'in-kind' sponsor. We also collaborate for customized sponsorships.

## **Sponsorship Principles**

Thick N Sassy's success is based on the generous donations received from individuals and corporations such as yourself. Thick N Sassy utilizes various resources to acknowledge company and individual sponsors publicly, including but not limited to coverage at events, press releases, in our newsletters and correspondence as well as exposure via Thick N Sassy's social media platform. While we do not endorse specific products and services, we are proud to promote the corporations and individuals who partner in the movement to motivate women to love themselves and encourage high self-esteem via Thick N Sassy sponsorships!

## **Corporate Sponsorships Corporate**

Sponsors play a critical role in achieving Thick N Sassy goals. We appreciate the involvement of corporate sponsorship in our activities, and strive to deliver the highest quality programs for the plus size community. In recognition of your support we want to reward you through company awards programs, press releases, our web site, events, and newsletters. We are always pleased to visit any sponsor location for health fairs, wellness events, or to relay your experience on how the company has joined in the movement in motivating women to love themselves and encourage high self-esteem by supporting Thick N Sassy.

## **Personal Sponsorships**

Thick N Sassy appreciates our individual and family sponsors, and the personal endorsement these monetary gifts represent. Recognition is based on the individual/family preference.

## **Customized Sponsorships**

Contact the Foundation to propose and discuss a custom-made sponsorship opportunity that meets the needs of your organization and Thick N Sassy at [tns@thicknsassy.com](mailto:tns@thicknsassy.com).

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# 2018 SPONSOR OPTIONS AND BENEFITS

## **Platinum Sponsor Package | \$1200**

You will receive brand recognition on the Thick N Sassy website with your company logo displayed on the Thick N Sassy's Sponsor page. You will also receive a 2 full pages ad in the Thick N Sassy's Program Guide. Also included:

- ✓ 20 runway passes to Thick N Sassy Curvy Queens Fashion Show
- ✓ Given Time To Speak Up To 5 Minutes
- ✓ Company logo on Thick N Sassy shirts and sponsor banner.
- ✓ Company recognition in the Thick N Sassy email newsletter with a "Thank You" ad.
- ✓ Opportunity to have a display table at the Thick N Sassy Plus Size Fashion Show

## **Diamond Sponsor Package | \$1000**

You will receive brand recognition on the Thick N Sassy website with your company logo displayed on the Thick N Sassy Sponsor page. You will also receive a 1 full page ad in the Thick N Sassy' Program Guide. Also included:

- ✓ 15 runway passes to the Thick N Sassy Curvy Queens Fashion Show
- ✓ Company logo on Thick N Sassy shirts and sponsor banner.
- ✓ Company recognition in the THICK N SASSY email newsletter with a "Thank You" ad.
- ✓ Opportunity to have a display table at the Thick N Sassy Curvy Queens Fashion Show

## **Emerald Sponsor Package | \$800**

You will receive brand recognition on the Thick N Sassy website with your company logo displayed on the Thick N Sassy Sponsor page. You will also receive a half page ad in the Thick N Sassy Curvy Queens Fashion Show Program Guide.

- ✓ 10 runway passes to the Thick N Sassy Curvy Queens Fashion Show
- ✓ Company logo on Thick N Sassy sponsor banner.
- ✓ Company recognition in the Thick N Sassy email newsletter with a "Thank You" ad.
- ✓ Opportunity to have a display table at the Thick N Sassy Curvy Queens Fashion Show

### **Sapphire Sponsorship Package | \$500**

You will receive brand recognition on the Thick N Sassy website with your company logo displayed on the Thick N Sassy Sponsor page. You will also receive a business card size ad in the THICK N SASSY Curvy Queens Fashion Show Program Guide Program Guide. Also included:

- ✓ 10 general admission seating
- ✓ Company logo on Thick N Sassy sponsor banner.
- ✓ Company recognition in the Thick N Sassy email newsletter with a “Thank You” ad.

### **Topaz Sponsor Package | \$250**

You will receive brand recognition on the Thick N Sassy’s website with your company logo being prominently displayed on the Thick N Sassy’s Sponsor page. Also included:

- ✓ 5 general admission tickets to the Thick N Sassy Curvy Queens Fashion Show
- ✓ Company logo on Thick N Sassy sponsor banner
- ✓ Company recognition in Thick N Sassy’s email newsletter with a “Thank You” ad.

### **Pearl Sponsor Package | \$150**

You will receive brand recognition on the Thick N Sassy’s website with your company logo being prominently displayed on the Thick N Sassy’s Sponsor page. Also included:

- ✓ Company logo on Thick N Sassy sponsor banner
- ✓ Company recognition in the Thick N Sassy’s email newsletter with a “Thank You” ad.

# SPONSOR CONTRACT

Contact Name/Organization: \_\_\_\_\_  
Phone Number: \_\_\_\_\_  
Address Line 1: \_\_\_\_\_  
Address Line 2: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_



Sponsorship Package: Details of Agreement: (Please Check One)

Platinum Package (\$5000) : \_\_\_\_\_ Diamond Package (\$2500) : \_\_\_\_\_  
Emerald Package (\$1500) : \_\_\_\_\_ Sapphire Package (\$1000) : \_\_\_\_\_  
Topaz Package (\$500) : \_\_\_\_\_ Pearl Package (\$250) : \_\_\_\_\_

Upon signing this document, you have acknowledged that you have read, understood and agreed to the terms and conditions of this contract. The sponsor agreed to pay the amount of \$\_\_\_\_\_ and to provide the company logo for promotional purposes to the Thick N Sassy, in support of the 2018 Thick N Sassy Curvy Queens Fashion Show.

Print Name: \_\_\_\_\_  
Position Title: \_\_\_\_\_  
Signature: \_\_\_\_\_  
Date: \_\_\_\_\_

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