



# THE BLACK-TIE EXPERIENCE

## SPONSORSHIP PROPOSAL

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Dear Potential Sponsors, MIGUEL WILSON proudly invites you to become a sponsor of, "The Black/Tie Experience," Saturday, May 20th. A Luxury event where culture and class connect and is of great value to the promotion of your brand.

THE BLACK-TIE EXPERIENCE is an excellent opportunity to showcase your brand in front of a desired targeted audience through networking with the designers, fashion artists, and the like. Sponsorship will strengthen your company name, brand image, and create greater exposure, awareness, visibility of your brand, along with building relationships with new target customers. Marketing your company or brand will be an integral part of becoming a sponsor.

To ensure the success of THE BLACK-TIE EXPERIENCE., Miguel Wilson is seeking investments, financial support, and a fruitful business relationship. We, therefore, take this opportunity to invite you to sponsor with us and be part of our most awaited event.

Below is more information about the event, along with a table of benefits and opportunities for potential sponsors.

We shall be grateful if you could take a few minutes of your time to look at the sponsorship opportunities enclosed.

We look forward to working with you.

Yours Sincerely,  
Miguel Wilson

# THE BLACK TIE EXPERIENCE

On Saturday, May 20th Miguel Wilson presents "The Black-Tie Experience" Where Culture and Class Connect!

In DMV - The National Harbor, an upscale venue that provides beautiful views of the Potomac River is also the home of Miguel Wilson Collection DMV store.

Approximately 300 guests will assemble for a night of elegance with a live orchestra, band, and DJ. Attendees will witness the Miguel Wilson Fashion Experience, a fashion show featuring many of the designers' award-winning designs. Also, hors d'oeuvres provided by local eateries, and signature cocktails and beverages will be served.



# ABOUT MIGUEL WILSON-FOUNDER



Miguel Wilson is an award-winning celebrity menswear fashion designer, philanthropist, author and founder of Ride to The Olympics foundation. Wilson is well-known for his custom-tailored formal wear, sports coats, trousers, shirts and fine men's accessories from his label, The Miguel Wilson Collection.

He has a flagship stores in Miami, New York, Atlanta, & National Harbor, Maryland and offers a signature wedding collection for groomsmen at exclusive bridal boutiques throughout the country. As a fashion industry trailblazer, Wilson's impeccable eye for detail, extravagance and bold design aesthetics have afforded him the opportunity to build an impressive customer base of high-profile businessmen, community leaders, politicians, athletes and celebrities worldwide.

His "Because It's His Day Too" motto and brand have evolved into a movement to help men feel special and achieve a memorable look on their wedding day in addition to the bride. Offering Groom Lounge events at his stores and many of the groom's participate the "Groom Review" segment his fashion shows.

In addition to fashion, Wilson is very passionate about equestrian sports and serving youth. He founded the Ride to The Olympics Foundation in 2017 to provide exposure and training programs centered around equestrian sports, fashion and leadership development to underrepresented youth. He and his foundation also launched the first HBCU Polo Team at Morehouse College in Atlanta.

# ABOUT KIMBERLY WINSTON-CEO



Kimberly Winston-Lewis is a native of Spencer, Oklahoma. She serves as Chief Executive Officer for Atlanta Fashion and Polo Classic & Ride to The Olympics Foundation. She also serves as the HR director for Miguel Wilson Collections. Her primary responsibility is managing Miguel Wilson luxury events. She oversees fund raising efforts, RTO youth programs and community relations.

She is a graduate of the University of Central Oklahoma where she earned a BS in Social Work. She also holds a master's degree from the University of Central Oklahoma in Family Life Education.

Kimberly is a member of National Council on Family and Relations and is a former board member of the Oklahoma City Black Chamber of Commerce. Kimberly has managed her son's professional boxing career and promoted boxing events.

Kimberly is the wife of Mr. Deryck Lewis. She is a proud mother of 3 adult children and 4 grandchildren. Kimberly is a member of Hopewell Northeast Baptist Church. She enjoys advocating for others, spending time with family, friends and traveling.



# BECOME A PARTNER

Miguel Wilson is interested in developing mutually beneficial sponsorships and providing optimal benefit to the prospective sponsors. As a sponsor for The Black-Tie Experience, you will have the opportunity to integrate your brand into the marketing programs organized by Miguel Wilson. Miguel Wilson will also provide a unique and intimate opportunity to increase your brand's visibility to younger generations who are brand conscious, brand loyal, and have a significant interest in the fashion industry. The Black-Tie Experience is ideal for your business and will provide hands-on promotional opportunities for customers to interact with your brand.



# PRESENTING SPONSOR

**Investment Required \$10,000** (1 Available)

As the Presenting Sponsor, you are entitled to the following benefits:

- Reserved tables for 10 in a prominent location
- Recognition from the podium
- Premier logo placement on step & repeat
- Opening page ad in commemorative booklet
- Recognition in the event promotional video
- Press release announcing partnership
- Corporate table signage
- Recognition in pre and post-event publicity
- Social media inclusion
- Dedicated post from Miguel Wilson Collection
- Recognition on event website
- Personal concierge
- 2 bottles of champagne at each table
- Swag bag inclusion



# PLATINUM SPONSORSHIP

**Investment Required \$7,500** (1 Available)

As a Platinum Sponsor, you are entitled to the following benefits:

- 2 reserved table of 4 in a preferred location
- Recognition in event program
- Full page digital ad in commemorative booklet
- Recognition in the event promotional video
- Swag Bag Inclusion
- Corporate table signage
- Social media inclusion
- Recognition on event website
- Dedicated post from Miguel Wilson Collection
- 2 Bottles of champagne
- Shared concierge
- Logo placement on step & repeat

# DIAMOND SPONSORSHIP

**Investment Required \$5,000** (2 Available)

As the Presenting Sponsor, you are entitled to the following benefits:

- 1 reserved table of 4 in a preferred location
- Recognition in event program
- Full page digital ad in commemorative booklet
- Recognition in the event promotional video
- Swag Bag Inclusion
- Corporate table signage
- Social media inclusion
- Recognition on event website
- Dedicated post from Miguel Wilson Collection
- 2 Bottles of champagne
- Shared concierge
- Logo placement on step & repeat

# GOLD SPONSORSHIP

**Investment Required \$2500** (2 Available)

As the Presenting Sponsor, you are entitled to the following benefits:

- 1 reserved table of 4
- ½ page digital ad in the event program
- Corporate table signage
- Social Media Inclusion
- Swag Bag Inclusion
- Dedicated post from Miguel Wilson Collection

# PREMIUM VEHICLE SPONSOR

**Investment Required \$5000**

As a Premium Vehicle Sponsor you are entitled to the following benefits:

- Strategically place at event
- Designed to showcase vehicle and generate leads
- Secure 1 table (4 guests)
- 1 bottle of champagne at each table
- Signage
- Step and repeat
- Social media inclusion
- Full page ad

# IN KIND SPONSORSHIP

## Spirit Sponsor

### Provide 10 cases of product

- Ad in the Black-Tie Experience printed program
- Spirit Sponsorship Recognition signage at event Pre event marketing
- Social Media Campaign Inclusion

## Food Sponsor

### Provide hor d'oeuvres for 275 guests

- Ad in the Black Tie Experience printed program  
Food Sponsorship Recognition signage at event
- Pre event marketing
- Social Media Campaign Inclusion



# CUSTOM PACKAGES

If one of the standard packages is not to your liking, you may prefer crafting a diversity/community package or bespoke networking/fun activity; we would love to support your vision.

If you would like to discuss these options or your ideas that fit your objectives and meets your company's requirements, please get in touch.

Miguel Wilson


165 Waterfront Street, National Harbor, MD 20745  
Kimberly Winston-Lewis 405.812.9958

If you would like to become a Sponsor of  
"The Black---Tie Experience"

please reach out to Miguel Wilson at the contact details below or  
payments can be made via our website:

 [www.theblacktieexperience.com](http://www.theblacktieexperience.com)

 [www.miguelwilson.com](http://www.miguelwilson.com)

 [www.ridetotheolympics.org](http://www.ridetotheolympics.org)

 [Kim@miguelwilson.com](mailto:Kim@miguelwilson.com)

 165 Waterfront Street, National Harbor, MD 20745

[web.facebook.com/MiguelWilson](https://web.facebook.com/MiguelWilson)

[www.instagram.com/MiguelWilson](https://www.instagram.com/MiguelWilson)

# TABLE AND INDIVIDUAL TICKET SALES

## TABLE of 4 \$1000

### 4Tickets.

Includes unlimited signature cocktails, light hors d' oeuvres, 1 bottle of champagne at each table. All sales final. NO REFUNDS.

## INDIVIDUAL TICKET ( AT A SHARED TABLE OF 4) \$300

Unlimited signature cocktails, light hors d' oeuvres, glass of champagne per person. All sales final. NO REFUNDS.

