

ALOPECIAN BEAUTY CO

MEDICAL CENTERS – RESEARCH – HAIR LOSS SUPPORT

Alopecian Beauty Co.
501(c)(3) nonprofit organization
5959 Fairington Rd Unit 3E
Lithonia, GA 30038

Dear Potential Sponsor, I've personally mailed you a copy!

My name is Monee Sanders and I am the Chief Executive Officer and Founder of Alopecian Beauty Co. I founded the organization in 2017 at just 19 years young, being the first minority woman in history to become CEO of a Nonprofit Corporation regarding autoimmune diseases and connecting professionals. **We are currently fundraising to raise 1M to fund our Medical Research and Literacy Programs for sufferers of Alopecia, Cancer and Lupus.** Contributions will not only benefit our programs but will support Community Awareness Fundraisers, daily operational duties, and for us to continue providing the most efficient services of medical and beauty for those impacted.

Our mission: We are dedicated to create smiles daily by providing Cranium Prosthesis for Autoimmune hair loss disease sufferers, educate the community on Alopecia and contribute to research while developing a cure.

This cause and project is very important because **over 7 million individuals suffer from Alopecia plus the numbers are growing over ten million sufferers by year 2023.** It's so prevalent it could potentially impact you or a close friend or family member of yours. This vicious disease runs in my family, infecting my mother and grandmother in two different ways as they were diagnosed with two different forms of Alopecia.

To support my fundraising efforts, I've decided to host two fundraisers, one in ATL and the other in NYC. Our first upcoming event is our 5th annual Gala "Under The Sea" in September. The other fundraiser is a Exclusive Runway Show Aug 2023 in NYC for major engagement, diversity, transformation and leadership highlights!

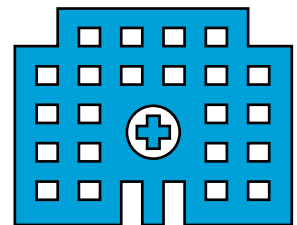
I've included an RSVP link for more events details: <https://linktr.ee/alopecianbeautyco>

If you'd like to sponsor, sign up here: [AlopecianBeauty.com/Sponsor](https://alopecianbeauty.com/Sponsor) we need a total of 57 sponsors this year! To get involved by helping us plan, please join our **Committees: alopecianbeauty.com/Volunteer**

To learn more please visit [AlopecianBeauty.com/about](https://alopecianbeauty.com/about) | Please subscribe your email to our website!

Gracious thank you in advance for your contribution! Your support is valued as it helps us get one step closer to our goal of lowering the rates of hair loss and stress among participants.

Warm Regards,
Monee Sanders



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501(c)(3) Nonprofit Organization

ATL 5th Annual Gala - September 2022 | Cost - \$50,620

NYC Glitz Bright Lights Runway Show - Sun August 27, 2023 | Cost - \$79,425

Sponsorship Levels Deadline: March 1, 2022 - Aug 10, 2022

● **\$100,000 Presenting Sponsors of Clinical Research (2)**

- Recognition as Presenting Sponsor in event name on all advertisements
- Fifty show passes and a reserved sponsor area at NYC Runway Show
- Social Media promotional posts, Company table (10) at our 5th Annual Gala in ATL
- Company Logo on event backdrop, website, and organization brochure
- Logo placement on all press releases up until show
- Dinner and Unlimited Beverages
- Professionally recorded five minute speaking opportunity to our elite guests
- Social Media promotional posts
- Company Logo in exam room at newly build med center
- Access to VIP at ATL private ribbon cutting ceremony 2023

● **\$50,000 Medical, Cosmetology & Literacy Programs Sponsors (5)**

- Company Logo on event backdrop, website, and organization brochure
- Company table (10) at our 5th Annual Gala in ATL
- Referral program, where our clients are referred to you first
- Your clients, students or employees enjoy 20% off all services & products
- Gain opportunity to engage with people looking for relevant product solutions
- Professionally recorded five minute speaking opportunity to our elite guests
- Fifty show passes and a reserved sponsor area at NYC Runway Show
- Logo placement on all press releases up until show
- Access to VIP at ATL private ribbon cutting ceremony 2023

● **\$25,000 Beauty & Wig Sponsors (10)**

- Radio mentions on all live interviews
- Logo placement on all gifted wig boxes (Medical Prosthesis)
- Thirty show passes, dinner and beverages
- Social Media Post, Video & Ad for 30 days
- Marketing items in all guests gift bags

● **\$20,000 Celebrity Financial Sponsors (8)**

- Exclusive photos, autograph, & conversations with celebrities
- Exclusive photos with mayor or borough presidents
- Company Logo on main event backdrop, website, and organization brochure
- Thirty show passes, dinner, and beverages
- Professionally recorded three minute speaking opportunity to our elite guests
- Company name and link listed under “dedicated conquerors” on our website

● **\$15,000 Dinner & Entertainment Sponsor (1)**

- Custom signage in bar and dinner area
- Company logo on marquee
- Ten show passes, dinner and beverages
- Verbal mentions of recognition from host
- Option of Special Dinner Selection

● **\$10,000 Alopecia Conquer Sponsors (8)**

- Gain opportunity to engage with people looking for relevant solutions
- Table to advertise products or services
- Custom Silk Head Scarfs
- Ten Alopecia Tees
- Company name and link listed under “dedicated conquerors” on our website
- Twenty show passes, dinner and beverages
- Live interview on HLI, enjoy 20% off Elizabeth Marie Galantic Growth Oil

● **\$7,500 Celebrity Rocks Sponsors (1)**

- Exclusive photos, autograph, & conversations with celebrities
- Exclusive photos with mayor or city councils
- Company Logo on main event backdrop, website, and organization brochure
- 10 show passes, dinner, and beverages
- Professionally recorded three minute speaking opportunity to our elite guests
- Company name and link listed under “dedicated conquerors” on our website

● **\$5,000 Fashion & Media Sponsors (8)**

- Logo Placement on website, social media, step & repeat
- Company video opportunity for exposure and awareness of new product
- Ten show passes, dinner and beverages

● **\$3,000 Silent Auction & Decor Sponsors (5)**

- Five Event Passes, Dinner & Beverages
- Advertising Banners Near Runway Stage

● **\$350 Small Table Top Partners (20)**

- Table to advertise products or services
- Four show passes, dinner & beverages
- Company table photo placed on website, social media mention & video post
- Three minute speaking opportunity to our elite guests

Total of 57 Sponsors Needed for 2022

Our Fundraising Goal For Our Medical Programs - \$1,000,000

Target Sponsors: Pharmaceuticals, Medical Insurances, Insurance Companies, Medical Corporations, Salons, Beauty Supplies, Health Businesses, Dermatology Clinics, Research Companies, Cosmetic Brands, Wig Manufacturers, Trichology Centers, Medical Centers, Cosmetology Schools, Barber Schools, Fashion Design Schools, Micro-blade Companies, Banks, Real Estate Firms, Book Stores, Broker Firms, Auto Dealerships.

Target Partners: Small businesses, community businesses, Clothing Designers, Shoe Designers, Alopecia Organizations, Alopecia Foundations, Lupus Organizations, Lupus Foundations, Women’s organizations, Children Organizations, hair accessories organizations, research organizations, and Mentoring Organizations.

Target Audience: Hair Loss Sufferers, Celebrities, City Councils, Mayors, Borough Presidents, Legislators, Marketing Executives, Media/Press, Models, Designers, Medical Professionals, Beauty Professionals, Art Professionals, Fashion Industries, Entrepreneurs and Entertainment Agencies.

Sign Up : alopecianbeauty.com/Sponsor | alopecianbeauty.com/Partner

More Event details visit: alopecianbeauty.com/festivities be sure to subscribe your email!

Budget Planning - September 2022

BUDGET

Description	Total Costs
(Venue) (set up 12pm-5PM) (Gala 6pm-10pm)	\$3500.00
Event insurance	\$150.00
Event Coordinator	\$3,000.00
Catering - 200 seated count	\$13500.00
Bar Package	\$500.00
Round Tables Rental (20) 72"	\$0.00
Delivery for tables and chairs	\$0.00
Two screen AV package	\$4500.00
Music/DJ	\$250.00
Cleaning Fee	\$0.00
Event Committee Hotel Stay	\$600.00
Committee Travel Expense	\$300.00
Business Vehicle	\$5,000.00
General gifts (180)	\$150.00
Alopecia Satin Scarfs Gifts	\$200.00
Sponsor Table Gift bags (18)	\$300.00
Company Name Center pieces (18 sponsors)	\$20.00
Valet	\$500.00
Custom Wig Giveaway	\$800.00
Photography	\$250.00
Professional Commercial Video	\$5,000.00
Videographer	\$250.00
My table(Flyers,Business Cards,banner stand,banner,	\$100.00
Facebook/Instagram Promotions	\$1,000.00
Radio Promotions	\$0.00
News Promotion	\$0.00
Event flyers (1,000)	\$500.00
Brochures (500)	\$500.00
Marketing Posters (6)	\$300.00
Business cards (1,000)	\$100.00
Fancy Backdrop	\$250.00
Floor stand	\$60.00
Atlanta Celebrity Quote	\$10,000.00
Celebrity quote (Model/Tv/Youtube)	\$5,000.00
Celebrity quote (popular Alopecia suffer)	\$500.00
Philanthropic Speaker/Auctioneer/Fundraiser quote	\$250.00
Mission Speaker quote	\$0.00
Waivers to sign	\$40.00
HLI Program	\$2000.00
Budget Total	\$59,370.00

5th Annual Gala
Under the Sea

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Become a Sponsor!

Number of Expected Guests

200



GLITZ BRIGHT LIGHTS RUNWAY SHOW

Description	Total Costs
Venue Rental (12hrs) Brooklyn, NY	\$5,000.00
Alcohol Insurance	\$190.00
Runway Stage Rental	\$500.00
Podium	\$200.00
Podium delivery fee	\$50.00
Venue insurance	\$300.00
Audio/visual	\$200.00
Decor	\$1,000.00
Lighting	\$1,500.00
Backdrop	\$350.00
Runway Floor vinyl	\$100.00
Organization Table (Flyers, brochures, floor banner stand, logo linen tablecloth, business cards, wig heads, candy,	\$200.00
Dinner - Italian Cuisines	\$750.00
Beverages	\$250.00
CEO Uniforms - Gown, logo shirts, shoes, nail, hair, makeup,	\$2000.00
Car rental	\$500.00
NYC Committee travel expense (7)	\$6,000.00
NYC Committee (7) Room & Board - \$4,745, \$300 clean fee, \$712.24 service fee,	\$6,000.00
Train card \$33 (7) (week card)	\$250.00
24 Models (rehearsal Venue)	\$300.00
24 Models	
Cosmetologist Services	\$3,000.00
Custom Wigs Crafted (12)	\$4,800.00
Extensions For The Wigs	\$5000.00
Makeup Artists (15)	\$5,000.00
Celebrity quote (Teyana Taylor)	\$20,000.00
Celebrity Quote main (Lori Harvey,	\$10,000.00
Celebrity quote (popular Alopecia sufferer)	\$2,000.00
Press passes (50)	\$250.00
Dj/Music	\$500.00
Photographer	\$300.00
Videographer	\$600.00
Thank you cards	\$30.00
Gift bags (5)	\$75.00
Treats for attendees (200)	\$30.00
Facebook promotional	\$600.00
Instagram promotion (30 days, \$20 daily) 64,000-170,000 reach	\$600.00
Custom Signage	\$1,000.00
Radio promotion	
Budget Total	\$79,425.00



ELIZABETH MARIE



Number of Expected Guests

200

*Fundraiser for a med center with innovative medical research, cosmetology, & literacy programs for Alopecia or Lupus sufferers.