

SAY
THEIR
NAMES

STRUT TALK THE SHOW
A SUN FOR MY

SPONSORSHIP

SUN
KIT 20
23



2023



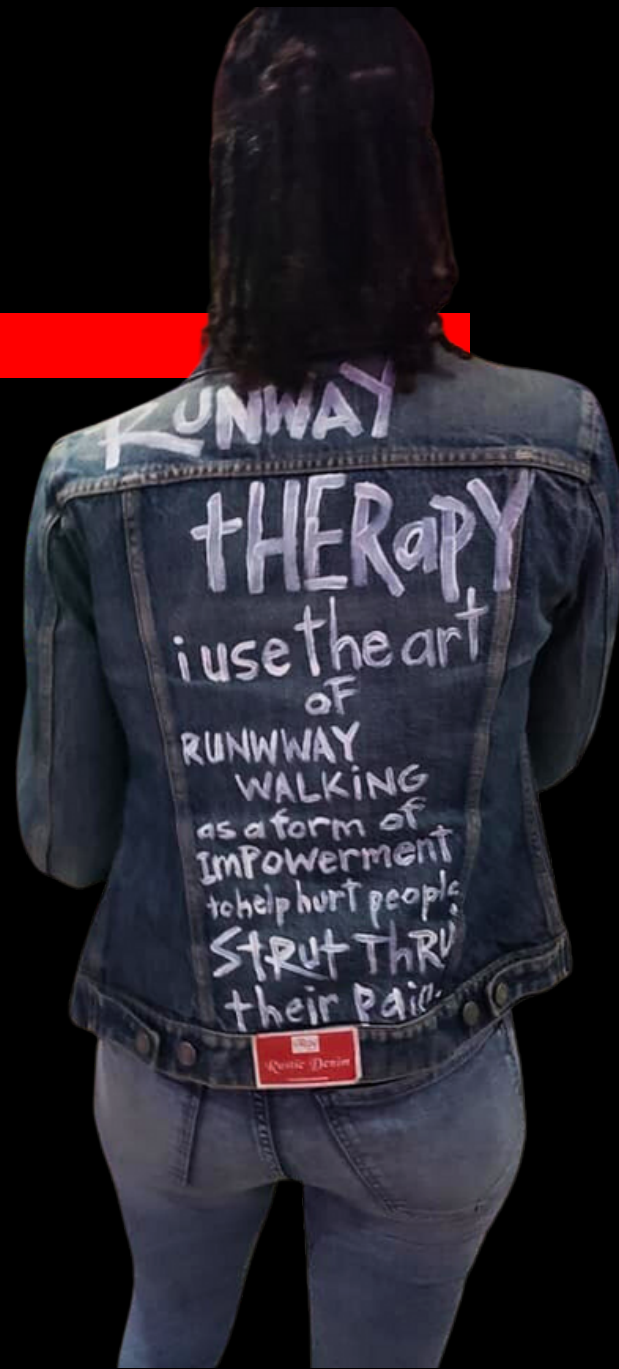
A SUN FOR MY SUN SPONSORSHIP KIT

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OTHER WAYS TO GET INVOLVED

- * Designer/Retailer
- * Gift Bags
- * Spa, Restaurant, Hotel Gift Cards
- * In-Kind Donations



ABOUT

A SUN FOR MY SUN | NOV. 5, 2023



Presenting the 7th annual *Strut Talk The Show: A Sun For My Sun* by Strut Talk Runway Therapy—an exceptional empowerment (tm) fashion show and fundraiser that pays tribute to the young lives lost to gun violence, domestic conflicts, and tragic accidents.

Prepare to be immersed in an unforgettable four-hour evening, where elegance meets purpose. The event promises a lavish VIP reception, an enchanting art garden, captivating live performances, exclusive designer showcases, and the iconic signature runway presentation. Set against the backdrop of the vibrant city of Columbia, South Carolina, this event is consistently held in some of the region's most prestigious venues.

Throughout its journey, Strut Talk The Show has garnered steadfast support from esteemed sponsors including Columbia City Councilman Ed McDowell, the Rachel Burns Foundation, Get Me Recruited, and Expansive. Councilman McDowell's unwavering sponsorship since 2017 underscores the impact and importance of this event.

Since the pivotal year of 2020, the event has successfully raised an impressive \$70,000, firmly establishing itself as a vital pillar of support for Strut Talk Runway Therapy's overarching mission. At its core, this mission seeks to infuse everyday lives with greater joy, confidence, and purpose. The event serves as a cornerstone for funding the flagship program—Strut Talk Runway Therapy—which actively addresses gun violence prevention and provides essential grief support.

The roster of honorees is both poignant and powerful, encompassing a diverse array of individuals. Among them is a collective of grieving mothers who have lost their beloved children to senseless violence, and a resilient survivor of gun violence. Each story serves as a testament to the human spirit's capacity to persevere through adversity.

As we approach the current year's event, our aspiration is set even higher with a fundraising target of \$25,000. This ambitious goal underscores our commitment to drive positive change in the face of life's challenges.

Strut Talk Runway Therapy is the brainchild of the visionary Lolita Frazier, who turned her personal tragedy into a beacon of hope. In the wake of her son Jordan "Laylo" Stith's tragic murder in September 2016, Lolita's profound response was to create a platform that not only commemorates lives lost but also empowers the living. In September of the following year, the inaugural Strut Talk The Show took its first steps towards healing and transformation.

In the subsequent years, the Frazier family would be struck by further heartbreak with the loss of Lolita's niece, Jocelyn Frazier, at the age of 26 in 2019, and her nephew, Dylan Edmunds, at the age of 20. These painful experiences led to the establishment of *A Sun for My Sun*, a tribute that shines a light on the enduring legacy of those who have left us too soon.

KEY PERFORMANCE INDICATORS



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ATTENDANCE

Total Attendees: 176
Repeat Guests: 65 (37%)
Ticket Tier Breakdown:
VIP Table:
VIP: 50
General Admission: 126
Online: 42

REVENUE

Total Revenue: \$97,639
Revenue Breakdown:
Ticket Sales: \$10,639
Beverages: \$2,000
Sponsorship: \$75,000
Donations: \$10,000

SOCIAL MEDIA ENGAGEMENT

Facebook:

Total Reach: 25,0000
Total Engagements: 5,000

Instagram:

Total Reach: 18,000
Total Engagements: 3,600

EXPENSE

Total Expense: \$82,003
Expense Breakdown:
Artist Fees: \$2,000
Production Costs: \$45,000
Staff & Security: \$5,000
Marketing & Promotion: \$2,500
Venue Rental: \$4,003
Other: \$1,000

CUSTOMER SATISFACTION

Post-event Survey Result:
Overall Satisfaction Rating: 4.7/5
Likelihood to Attend Next Year: 90%
Likelihood to Recommend to Others: 95%

NET PROFIT

Total Net Profit: \$15,636

A Sun for My Sun was a resounding success, with strong attendance, positive customer feedback, and notable revenue generation. The event not only achieved its fundraising goal of \$10,000 but also emphasized community engagement centering on our message of gun violence prevention.

WHY SPONSOR?

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Our sponsors and donors form the very foundation of our mission's success. Their generosity fuels our journey, enabling us to empower individuals who dare to **S.T.R.U.T. Thru It!** These incredible partners don't just provide financial support; they offer unwavering stability, boost our visibility, share invaluable resources, and unlock collaborative opportunities. In return, sponsors receive numerous benefits.

Here are some compelling reasons to consider sponsoring *A Sun for My Sun*.

Brand Exposure and Recognition: Our event attracts media attention, influencers, and fashion enthusiasts. Our event is an excellent platform to increase your brand visibility and recognition to a wider audience.

Content Generation: Our event generates a plethora of visual content, from photos, videos, and social media posts. This content can be shared on your platforms to enhance your digital presence and other marketing efforts.

Targeted Marketing: Our event caters to fashion enthusiasts, young professionals, and middle-aged parents.

Positive Public Image: Because our audience trusts our mission and our history of excellent execution, your sponsorship of our event can enhance your image, reputation, and credibility while demonstrating a commitment to support the community and the arts.

Tax Benefits: Strut Talk Runway Therapy is a 501(c)3 nonprofit. Your donations and contributions are tax-deductible.

PAST SPONSORS

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PAST SPONSORS

Presenting Sponsor **Columbia City Councilman Ed McDowell**

Title Sponsor **The Rachel Burns Foundation**

After-Party Sponsor **OPTUS Bank**

Platinum Sponsor **Get Me Recruited**

Gold Sponsor **Paul Mitchell The School Columbia**

Runway Sponsor **The Elegant Elephant**

Aloft Hotels | Expansive | Sierra Artemus



WAYS TO SPONSOR

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3 WAYS TO SPONSOR

1

Our website:

struttalk.com/becomeasponsor

2

Our CashApp: \$Struttalk

3

[Eventbrite](#): Strut Talk the Show: A Sun For My Sun - Sponsorship Packages

SPONSORSHIP TIERS

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LAYLO TIER

The LayLo Tier sponsorship packages are limited to one (1) per sponsorship level.

TITLE SPONSOR - \$25,000+

- **Official Event Logo Placement:** Your company logo will be displayed on all official event promotional materials + press releases.
- **Runway Recognition:** Your company representative speaks at the start of the show.
- **VIP Seating:** Receive 10 front-row VIP seats.
- **Exclusive Social Media Posts:** We'll create three (3) social media posts to shout out your company's commitment to the event.
- **Strut Talk Runway Therapy:** Get a two-hour group confidence coaching session.

PRESENTING SPONSOR - \$15,000 - \$24,999

- **Official Event Logo Placement:** Your company logo will be displayed on all official event promotional materials + press releases.
- **Runway Recognition:** Your company representative speaks at the end of the show.
- **VIP Seating:** Receive eight (8) front-row VIP seats.
- **Exclusive Social Media Shout Out:** We'll create two (2) social media posts to shout out your company's commitment to the event.
- **Strut Talk Runway Therapy:** Get a two-hour group confidence coaching session.

PLATINUM SPONSOR - \$10,000 - \$14,999

- **Official Event Logo Placement:** Your company logo will be displayed on all official event promotional materials + press releases.
- **Runway Recognition:** Your company representative speaks at the end of the show.
- **VIP Seating:** Receive six (6) front-row VIP+ four (4) general admission seats.
- **Exclusive Social Media Shout Out:** We'll create one (1) social media post to shout out your company's commitment to the event.
- **Strut Talk Runway Therapy:** Get a two-hour group confidence coaching session.

SPONSORSHIP TIERS

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JAHJAH TIER

The JahJah Tier sponsorship packages are limited to two (2) per sponsorship level.

GOLD SPONSORS - \$5,000 - \$9,999

- **Logo Display:** We'll display your logo on the official event flyer, social media + website.
- **Runway Shout Out:** We'll shout out your brand name at the end-of-show acknowledgments.
- **VIP Seating:** Get three (3) front-row VIP + three (3) general admission seats.
- **Social Media Shout Out:** We'll shout out and tag your brand in event-related social media posts.
- **Media Mention:** We'll mention your brand name in select event press releases.

SILVER SPONSORS - \$2,500 - \$4,999

- **Logo Display:** We'll display your logo on the official social media + website.
- **Runway Shout Out:** We'll shout out your brand name at the end-of-show acknowledgments.
- **VIP Seating:** Get two (2) front-row VIP + two (2) general admission seats.
- **Social Media Shout Out:** We'll shout out and tag your brand in event-related social media posts.

BRONZE SPONSORS - \$1,000 - \$2,499

- **Logo Display:** We'll display your logo on the official social media + website.
- **Runway Shout Out:** We'll shout out your brand name at the end-of-show acknowledgments.
- **VIP Seating:** Get two (2) front-row VIP seats.
- **Social Media Shout Out:** We'll shout out your brand name and logo on social media posts.

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DYLAN TIER

**The Dylan Tier Supporters sponsorship packages are unlimited.

SUPPORTERS - \$500 - \$999

- **Social Media Shout:** We'll display your brand logo on our social media page.
- **Runway Shout Out:** We'll shout out your brand name at the end-of-show acknowledgments.
- **General Seating:** Get two (2) general admission seats and one (1) virtual seat.

CONTRIBUTORS TIER

ADD-ONS - \$499

- **Fashion Segment Sponsor:** We'll mention your brand name as the segment sponsor during the show with a logo display.
- **VIP Lounge Sponsor:** Sponsorship of the VIP lounge area with branded decor and exclusive networking opportunities.
- **Media Wall Sponsor:** Logo display on the media wall for photo opportunities.
- **Gift Bag Sponsor:** We'll add your branded promotional items to event gift bags.
- **Event T-Shirts:** Your company name and logo will be added to the official t-shirt.





RUNWAY THERAPY



A Sun For my Sun





THANK YOU

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