



Fashion. Art. Teen Empowerment (F.A.T.E.)
#BeyondTheArts Initiative

SPONSORSHIP PROPOSAL

PURSE 'NAL



Social for
Women & Girls



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Welcome

ROCHELLE GUST

Founder of F.A.T.E.

I am pleased to present you with an opportunity to support and sponsor our upcoming event, "Purse'nal Hygiene" This event aims to educate, empower, and provide essential resources to women and girls, ensuring they have the knowledge and tools to maintain good hygiene practices. By investing in the well-being and confidence of women and girls, we can make a positive impact on their overall health and development.



Your sponsorship will provide crucial financial assistance and testify to your belief in the transformative power of Health Equity for disproportionate access to personal hygiene supplies for women and girls. Your partnership enables us to create an impactful event that will positively impact women and girls in the community.

Why Sponsor This Event

- **Promote Health and Well-being:** Sponsoring F.A.T.E's personal hygiene event for women and girls is an excellent way to promote health and well-being. This event will empower women and girls to take control of their health and lead healthier lives by providing education, resources, and practical tips on personal hygiene practices. Good personal hygiene habits contribute to the prevention of various illnesses, infections, and diseases, ensuring that women and girls can thrive and reach their full potential, specifically during the upcoming school year.
- **Boost Confidence and Self-esteem:** Personal hygiene is crucial in boosting confidence and self-esteem, particularly for women and girls. By sponsoring an event focused on personal hygiene, you are actively contributing to building confidence and empowerment. By equipping them with the knowledge and tools to maintain proper hygiene, women, and girls can feel more comfortable and confident in their daily lives, relationships, and social interactions. Improved self-esteem positively impacts their well-being and opens doors to personal and professional growth opportunities, a value F.A.T.E. believes in.

About F.A.T.E.



Fashion, Art, and Teen Empowerment (F.A.T.E.) provide activities for youth ages 8+ in art and performing arts in Wisconsin's Greater Milwaukee and the surrounding area.



Our Mission

F.A.T.E.'s mission is to provide youth the outlet to express themselves: It elicits creativity, recognizes their potential, and provides them with the venue to showcase their talents. Fashion, Art, and Teen Empowerment presents teens with the opportunity to realize their fate - what they are destined to be.



Our Values

- Commitment
- Accountability
- Inspiration of Others
- Education
- Personal Growth



Our Vision

F.A.T.E.'s vision is to provide a positive and inclusive support system to help all youth avoid pitfalls that can disrupt their lives. F.A.T.E. will provide a safe and inclusive space where all youth have the opportunity to explore, improve, and develop their talents in arts and performing arts, regardless of their background.

Beyond The Arts Initiative

The "Beyond the Arts" initiative aims to extend the reach and impact of arts programs by actively promoting health equity. While the arts are traditionally associated with creativity and cultural enrichment, this initiative recognizes the powerful intersection between the arts and health. The initiative aims to address health disparities and promote equitable access to healthcare resources and opportunities by integrating health-focused components into artistic endeavors.



1. Addressing Health Disparities: The "Beyond the Arts" initiative recognizes that health disparities exist within communities, often affecting marginalized populations disproportionately. By incorporating health-focused elements into arts programs, the initiative aims to raise awareness about these disparities and work towards reducing them. By actively engaging in conversations and initiatives surrounding health equity, the initiative seeks to ensure that everyone, regardless of their background or socio-economic status, has access to essential healthcare resources, information, and services.

2. Promoting Holistic Well-being: Health equity goes beyond just physical health. It encompasses mental, emotional, and social well-being as well. The "Beyond the Arts" initiative aims to create a holistic approach to well-being by integrating health-related themes, discussions, and activities into arts programming. By acknowledging the connection between artistic expression and overall well-being, the initiative promotes the understanding that health equity encompasses various aspects of an individual's life. This approach fosters a sense of inclusivity and encourages the development of programs that cater to the diverse needs and experiences of the community.

By combining the power of the arts with a focus on health equity, the "Beyond the Arts" initiative seeks to create a more comprehensive and impactful approach to improving the well-being of individuals and communities. It aims to foster dialogue, educate, and empower individuals to take control of their health while advocating for a more equitable healthcare system. Through this initiative, the arts become a catalyst for positive change and a platform for promoting societal health equity.

Event Overview

The "Purse'nal Hygiene" event is designed to educate, empower, and promote personal hygiene practices among women and girls. The objective is to provide a safe and inclusive space where participants can gain valuable knowledge, practical skills, and resources to enhance their hygiene routines. By focusing on personal hygiene, the event aims to improve health outcomes, boost confidence, and foster positive well-being among women and girls.



Event Details

Date: Saturday, February 3, 2024

Time: 10:00 AM - 1:00 PM (cst.)

Duration: Three (3) Hours

Location:

FATE Arts Center

9175 N. 76th Street

Milwaukee, WI 53225



Target Audience

The event is open to women and girls of all ages, backgrounds, and socio-economic statuses. It aims to reach a diverse audience, including students, young professionals, mothers, and community members. By creating an inclusive environment, the event ensures that participants can learn from one another and share their experiences, fostering a sense of camaraderie and support.



Key Highlights

- Educational Workshops
- Resources
- Panel Discussion and Q&A Sessions
- Activities
- Giveaways and Swag Bags

Sponsorship Benefits



Brand Exposure

As a sponsor, your brand will be prominently featured in all event-related materials, including digital and print advertisements, event programs, banners, and signage. This exposure will help enhance your brand visibility and reputation within the community.



Logo Placement

Your logo will be prominently displayed on our event website, social media platforms, and promotional materials, ensuring widespread recognition of your support for this important cause.



Speaking Opportunity

As a premier sponsor, you will have the opportunity to address the audience during the event, thereby showcasing your commitment to promoting hygiene awareness and empowering young girls.



Networking Opportunities

Connect with key stakeholders, including community leaders, educators, parents, and influencers, fostering valuable relationships and potential collaborations.



Social Media Promotion

F.A.T.E. will promote your sponsorship across our social media channels, reaching a broad online audience and driving engagement with your brand.



Exclusive Display Booth

You will have a dedicated booth space at the event venue to showcase your products, services, and initiatives. This will allow you to engage directly with attendees, create brand awareness, and distribute promotional materials.



Media Coverage

Benefit from potential media coverage through press releases, our website, and community newsletters, further amplifying your association with this significant event.

Package



Platinum Sponsor \$1500

- Prominent logo placement on all event materials
- Speaking opportunity during the event
- Exclusive display booth
- Extensive social media promotion
- Maximum brand exposure



Gold Sponsor \$1100

- Logo placement on event materials
- Exclusive display booth
- Social media promotion
- Medium brand exposure



Silver Sponsor \$700

- Logo placement on event materials
- Shared display booth space
- Limited social media promotion
- Moderate brand exposure



Bronze Sponsor \$300

- Logo placement on event materials
- Basic brand exposure



In-Kind Donations

- In-Kind Donation Request Letter Attached

By sponsoring our "Purse'nal Hygiene " event, you will play a crucial role in providing women and girls with the knowledge, resources, and support they need to lead healthy and confident lives. We invite you to join us in this important endeavor and make a lasting impact on the lives of young girls in our community.

To discuss further details and explore partnership opportunities, don't hesitate to contact me, Rochelle Gust, at rgust@fategroup.org. I look forward to collaborating with you and creating a successful event together.



Sponsorship Form & Submission

Step 01

Email Rochelle Gust of your intent to sponsor by contacting her at the following:

Email: rgust@fategroup.org

Phone: (414) 248-4463

Intent to sponsor must be received by January 6, 2023, 4:00PM (cst).

Step 02

Visit F.A.T.E.'s website for the sponsorship form and logo submission requirements:

<https://fategroup.org/sponsor>

Step 03

Upon receipt of the intent to sponsor F.A.T.E.'s Purse'nal Hygiene event, Rochelle Gust will send you the Sponsorship Agreement. The Sponsorship Agreement will entail the details of your sponsorship commitment, terms and conditions, and payment information.