

CLUB ELLAS VIP CLUB

# Women Leadership, Media & Global Impact

Case study report with economic missions, global marketing reach, and local financial impact.

MIAMI • LATIN AMERICA • DUBAI • EUROPE

**2017–2022**

Campaign period

**\$250K+**

Short-term investment base



# A Miami platform built for local impact and global visibility

Club Ellas VIP Club was developed as a media-powered women leadership membership concept, connecting entrepreneurs, designers, magazine editorials, local culture, musicians, philanthropists, influencers, premium sponsors and private-sector partners.

The campaign converted events into an ecosystem: media alliances, podcasts, editorial coverage, gala experiences, sponsor activations, economic missions and community visibility.

**\$350K–\$750K**

Estimated local economic impact range

**1.15M–3.3M**

Estimated gross global impressions

**3 regions**

Latin America, Dubai, Europe

Working estimates; replace with verified sponsor, media and attendance analytics when available.





## BRAND ARCHITECTURE

# One platform, five execution pillars

### 01 Women leadership community

VIP membership, young impact, philanthropists, creators and executives.

### 02 Media alliance

Podcast, magazine editorials, photography, video and PR storytelling.

### 03 Gala + premier sponsors

Signature experiences with luxury hospitality and sponsor integration.

### 04 Economic missions

Market connection from Miami into Latin America, Dubai and Europe.

### 05 Private-sector bridge

Business introductions across brands, real estate, art, culture and philanthropy.

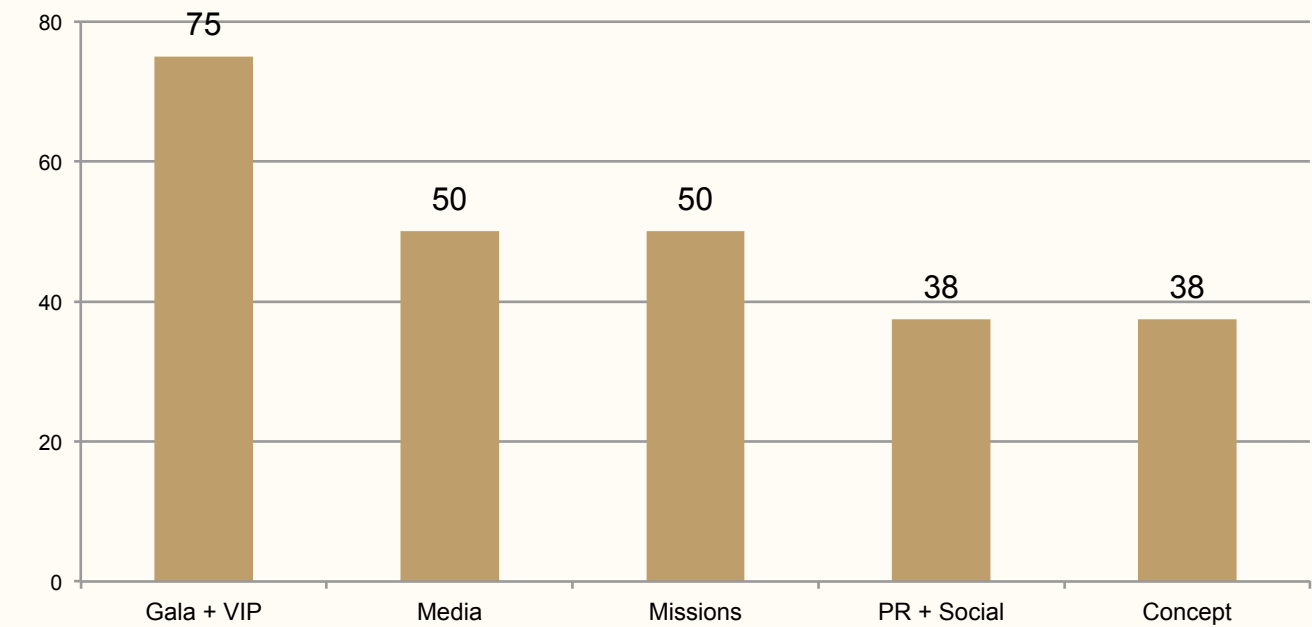
# 2017–2022 growth path

|         |                   |                                                                       |
|---------|-------------------|-----------------------------------------------------------------------|
| 2017    | Concept launch    | VIP club vision, women leadership positioning and community strategy. |
| 2018    | Media alliance    | Podcast, magazine and editorial storytelling assets.                  |
| 2019    | Gala ecosystem    | Premium sponsor conversations, culture and philanthropy.              |
| 2020–21 | Digital expansion | Social media, video content, influencers and remote networks.         |
| 2022    | Economic missions | International bridge to Latin America, Dubai and Europe.              |



INVESTMENT TO EXECUTION

# How \$250,000+ converts into brand infrastructure

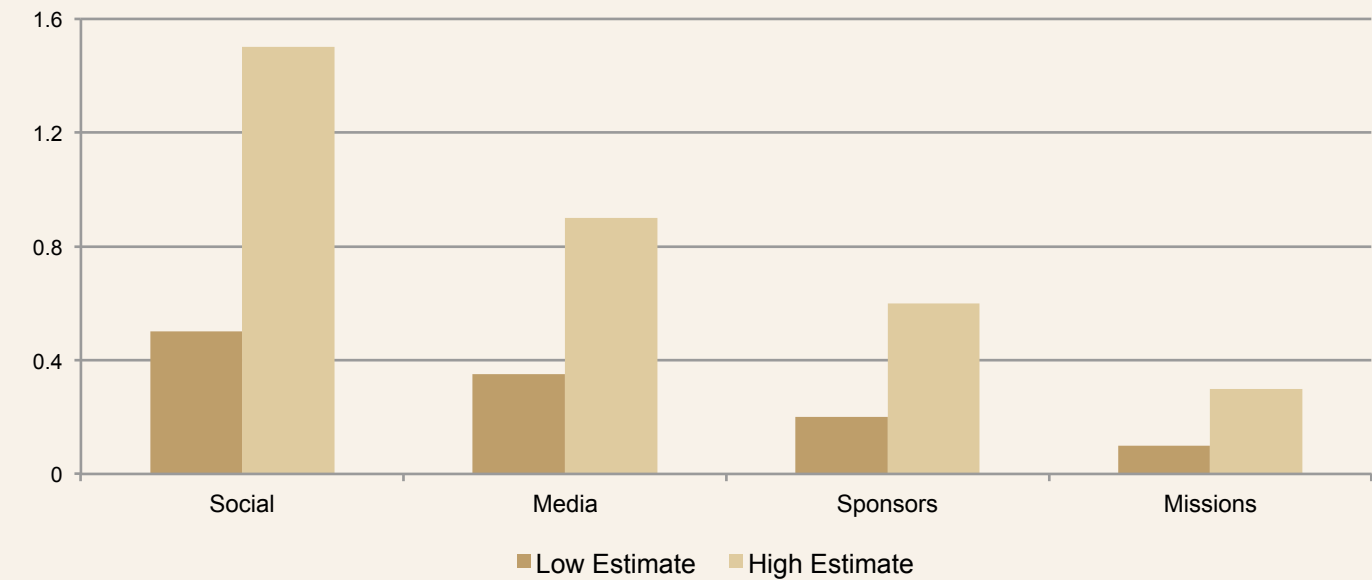


PLANNING ALLOCATION MODEL

30% gala + VIP production, 20% media/editorial, 20% economic missions, 15% PR/social and 15% concept development. This creates reusable assets, sponsor proof, market access and brand equity before scaling.



# Estimated exposure across media, events, sponsors and missions



1.15M–3.30M

Potential gross impressions

\$29K–\$132K

Paid media equivalent at \$25–\$40 CPM

1K–1.5K

Live / VIP high-value audience

Gross reach is not unique audience. It counts potential exposure across repeated channels and partner amplification.



LOCAL FINANCIAL IMPACT

# How the campaign circulates dollars through Miami’s economy

DIRECT LOCAL SPEND

\$250K investment × 70% local vendor spend

**\$175K local injection**

VENDOR CIRCULATION

\$175K local injection × 1.5 local activity multiplier

**\$262.5K local activity**

VISITOR / HOSPITALITY SPEND

100–200 visiting guests × \$900 average spend

**\$90K–\$180K added demand**

BASE LOCAL IMPACT

\$262.5K local activity + \$90K–\$180K visitor spend

**\$350K–\$445K base estimate**

**Upside scenario with premium sponsor packages, hotel/gallery activation and repeat mission activity: \$500K–\$750K+ local economic value.**

Working estimate only, not an audited economic-impact study.



## ECONOMIC MISSIONS

# Miami as the bridge to Latin America, Dubai and Europe

Economic missions extend the platform from community events into international business development: sponsor introductions, cultural diplomacy, tourism, hospitality, design, art, media and private-sector collaboration.

## MISSION MARKETS

**Latin America**   **Dubai**   **Europe**

**3-region**

**Global**

Market bridge

Sponsor credibility



# Participation converts into visibility, relationships and credibility

## 01 Visibility

Logo, editorial, social, video and event presence.

## 02 VIP access

Curated access to women leaders, creators and philanthropists.

## 03 Content assets

Photography, interviews, recaps and reusable media.

## 04 Market entry

Introductions across hospitality, real estate, culture and business.

## 05 Brand equity

Association with women impact, leadership and Miami luxury.

**Flagship sponsor value stack: VIP event + editorial + social + PR + introductions = estimated \$75K–\$150K exposure value per cycle.**

Value depends on sponsor tier, deliverables, media performance and audience quality.



#### CASE STUDY CONCLUSION

# Local impact. Global reach. Women creating influence beyond borders.

Club Ellas VIP Club can be presented as a successful Miami case study for building a women leadership platform with media assets, sponsor partnerships, private-sector access, cultural programming and international economic missions.

#### RECOMMENDED NEXT EXECUTION

- 01 Investor / sponsor deck
- 02 Website case-study page
- 03 Mission calendar
- 04 Media kit + membership packages

#### CLUB ELLAS VIP CLUB

