

KWANZAA EVENT DECEMBER 2023

Sponsorship Packages

Debra Dixon-Anderson

CEO, Light of Gold PR &
Gold Wellness Circle



Hosted by:



Athenia Rodney

CEO, Juneteenth NYC &
Umoja Events



Visit our websites:

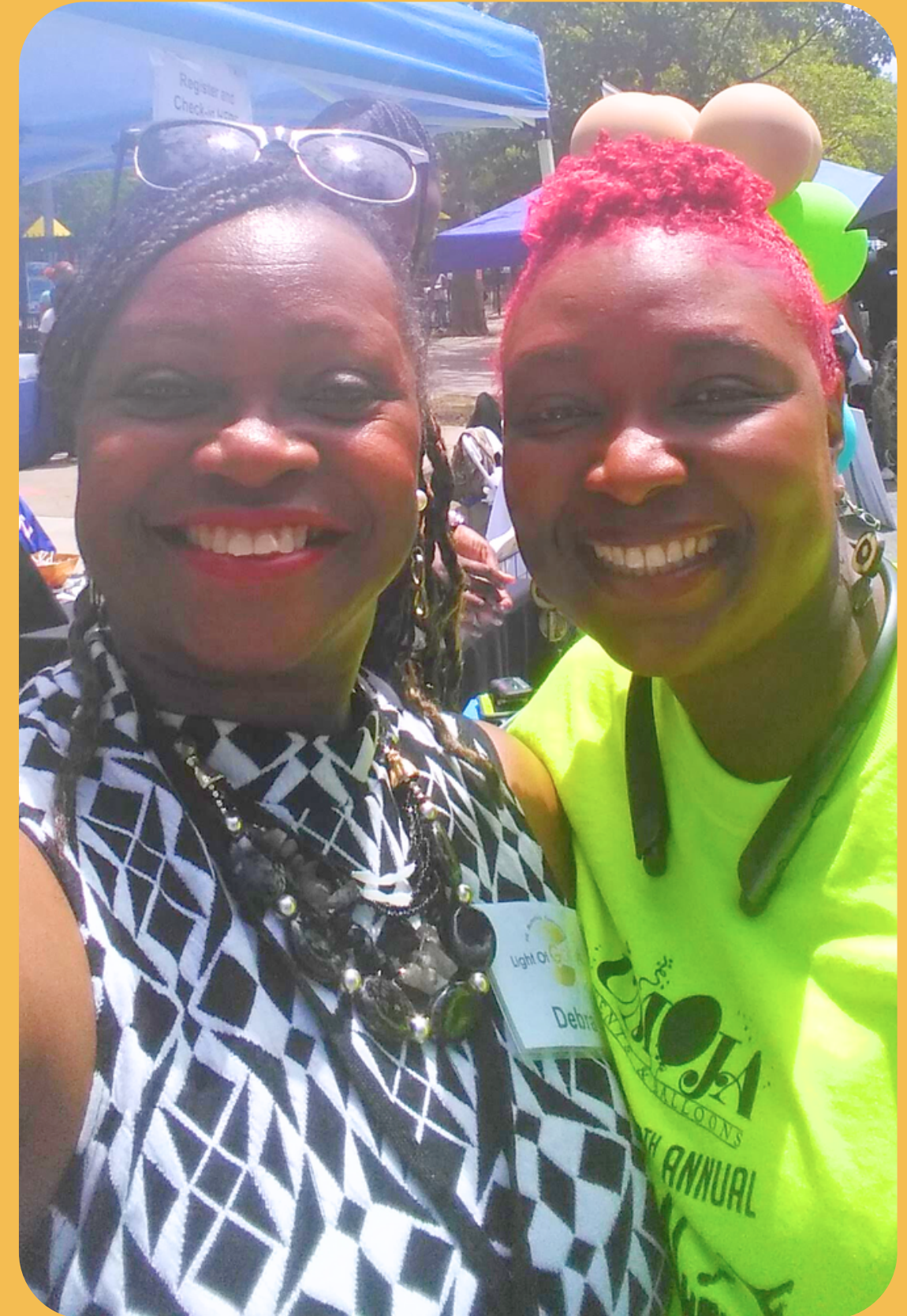
www.LightOfGoldPR.com

www.JuneTeenthNY.com

Our Partnership

We are excited about our partnership between **Debra Dixon-Anderson of Light of Gold PR** and **Athenia Rodney of Juneteenth NYC** that will provide powerful curated Events for Community, Business, Health and Wellness.

We hope you will consider Partnering with us at our exciting Events that will Educate, Enlighten, and Empower the Community.



How our sponsors benefit

- Unmatched exposure to a diverse audience.
- Align your brand with thought leadership.
- Networking with industry leaders.
- Highly visible marketing at events for a great cause
- Engagement to your target market
- Customer Connections and leads for your business



About Light of Gold PR



Debra Dixon-Anderson, the Founder and CEO of Light of Gold PR has over 18 years of PR/Media, Marketing, Branding, Technology and PR experience. Light of Gold PR specializes in Press, Media, Marketing Strategy and Planning, Consulting, Branding, Social Media, and Digital and Events. We help businesses target their clients and customers through strong marketing, digital and branding strategies which increase profits and brand exposure.



Gold Wellness Circle

Gold Wellness Circle began as an Wellness Initiative in response to the COVID-19 pandemic. We are committed to providing resources to Caregivers, those going through Cancer, Breast Cancer in particular, in addition to Alzheimers Resources. We partner with the American Cancer Society and the Alzheimer's Organization to be able to Fundraise Another pillar that GWC supports is providing food for communities impacted by Food Insecurity. By providing resources, community, classes, workshops, and collaborations with existing wellness companies; Gold Wellness Circle is here to help you and your loved ones live a healthier lifestyle.

About Gold Wellness Circle

About Juneteenth NYC



Juneteenth NYC became a 501c3 Non-Profit in 2021. Education and empowerment are at the heart of how we service our community. Helps businesses create events with a purpose. Their Juneteenth NYC Summit has been a staple for Black Parent Entrepreneurs to increase growth through masterminds, book discussions, blogs, presentations, and monthly learning labs.



Umoja Events is a digital event production company and wrap-around event services that helps businesses create events with a purpose. We host a flagship event annually, our Juneteenth NYC Summit which is a staple for Black Parent Entrepreneurs to increase growth through masterminds, book discussions, blogs, presentations, and monthly learning labs. Education and empowerment are at the heart of how we service our community. We recently launched Lotus Goddesses a wellness subscription company that sells natural body butter, soy candles, body scrubs, lip balms and other body and house products.

About Umoja Events

List of Activities



FRIDAY, DECEMBER 29, 2023

10:30 am - 6:30 pm EST

Artistic Performances: dance, music, storytelling, and spoken word

Traditional Kwanzaa Feast (Karamu): includes symbolic foods, storytelling, and music, providing an authentic Kwanzaa experience for attendees.

Panel discussions and dialogues: topics related to Kwanzaa principles, community building, social justice, and cultural identity, with PR support to attract participants and media attention

Kwanzaa Marketplace: African and African American-themed products, crafts, and artwork

Interactive Exhibits: educate attendees about Kwanzaa, its symbols, and its cultural roots, allowing for a deeper understanding of the holiday.

Kwanzaa Awards: Recognize individuals or organizations within the community who exemplify the principles of Kwanzaa through awards and honors.

And
more...



Sponsorship Packages

See how you can get your brand in front of thousands of companies, employees, and communities.



BRONZE TIER

\$1,000

Package includes:

- Logo placement on event promotional materials (flyers, posters, social media).
- Mention in event press releases and media coverage.
- Recognition on an event website with a link to your business website.
- One complimentary booth space for your business at Kwanzaa

SILVER TIER

\$2,500

Package includes:

- Includes all Bronze benefits
- Prominent logo placement on event banners and signage.
- Recognition during opening and closing ceremonies.
- Opportunity to introduce a panel discussion or workshop session.
- Inclusion in the event program booklet with a full-page ad.
- One complimentary booth spaces for your business at Kwanzaa

GOLD TIER

\$5,000

Package includes:

- Includes all Silver benefits
- Exclusive sponsorship of a keynote speaker or featured artist.
- Prime logo placement on event t-shirts (if applicable).
- Priority seating for panel discussions and workshops.
- Recognition in all event-related email marketing campaigns.
- One complimentary booth space for your business at Kwanzaa

PLATINUM TIER

\$7,500

Package includes:

- Includes all Gold benefits
- Exclusive naming rights for the event (e.g., "Presented by [Your Company]").
- Opportunity to host a VIP reception or networking event.
- Featured interview or spotlight in event promotional videos.
- Customized sponsorship package tailored to specific marketing goals.
- Four complimentary booth spaces for your business at both events.
- Sponsor Level 5: Title Sponsor
- Prominent logo placement on all event collateral, including tickets and badges.
- Exclusive sponsorship of a health and wellness pavilion or interactive exhibit.
- Co-branding opportunities for event merchandise or giveaways.
- Dedicated social media posts and mentions in event-related content.
- Five complimentary booth spaces for your business at both events.

CONTACT US

Phone Number(s)

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Websites

www.lightofgoldpr.com

www.juneteenthny.com

www.goldwellnesscircle.com

www.umojaevents.com

Email

lightofgoldpr@gmail.com

Social Media



We hope you and your organization will partner with us for unforgettable events that raises awareness, puts your brand in front of the community and business opportunities. Join us!

KWANZAA

FRIDAY, DECEMBER 29, 2023

10:30 am - 6:30 pm EST

Thank you
for your support!