

Sponsorship Proposal Package

Look Good, Feel Good" Mental Health Education Symposium & "Dress for Inner Success" Fashion Show Competition

Dates: Saturday, September 28, 2024

Location: Skybox on 6th, 501 W 6th St 4th Floor, Austin, TX 78701

Expected Attendance: 250

****Event Overview****

As part of The House of eMaGi's commitment to empowering individuals, we are organizing the "Look Good, Feel Good" Mental Health Education Symposium and "Dress for Inner Success" Fashion Show Competition in downtown Austin. This unique and impactful event combines fashion, important mental health education, student talent, and supporting small businesses. It is a celebration of creativity, community, and advocacy for mental health awareness; and will allow families to enjoy themselves together, making it a fun and inclusive event for all. In addition, small business vendors and local organizations will have an opportunity to showcase their products and services.

Through this initiative, we hope to empower individuals to embrace their unique selves and to encourage positive conversations about mental health in the community. Our mission is to raise awareness, fight against the stigma surrounding mental health challenges, and help those who are struggling with their condition in a fun and engaging way!

Look Good, Feel Good MHE Symposium (1:00 PM – 3:00 PM)

The mental health education symposium will allow attendees to learn about valuable insights and receive a strong message of self-love and acceptance. This symposium will serve as an educational forum for mental health professionals, individuals suffering from mental disorders, as well as their loved ones, to discuss various facets of mental health. It will not only raise awareness but also provide resources for those who may be struggling to maintain and improve their own mental well-being. Through this collaboration, we aim to create an inclusive and engaging environment that facilitates learning, discussion, and awareness about mental health challenges in our communities.

The program will be a comprehensive and interactive learning experience for participants consisting of a combination of keynote speeches, group activities, and panel discussions promoting positive self-image, inner confidence, and self-actualization within wellness. Panelists will focus on Marriage, Divorce & Relationships, Sickness & Death, Weight & Body Image, Men's Mental Health & Disenfranchisement, and LGBTQIA+ Challenges. Discussions will cover a wide range of topics including:

- Understanding Different Mental Health Disorders
- Identifying Root Causes and Factors
- Importance of Mental Wellness
- Coping mechanisms
- Tips for Providing Support to Loved Ones Suffering
- Resources, Technology, and Treatments

“Dress for Inner Success” Fashion Show Competition (6:00 PM – 9:00 PM)

This event will also showcase the creative designs of talented student protégés and emerging local Fashion Designers. The theme of the competition will be "Look Good, Feel Good", with a focus on using fashion as a tool to support individuals struggling with mental health issues. We believe that fashion has the power to promote a positive mental health message of "look good on the outside, feel good on the inside!" In line with this theme, we are challenging Designers to defy societal standards in today's fashion and create collections that celebrate #BodyPositivity, #BodyAppreciation, and #BodyDiversity; and cater to all body types for women, men, or both. Our goal is to provide an event that will highlight clothing that is aesthetically pleasing, will make the wearer feel confident and empowered, and encourage self-love and acceptance.

Competition Details:

We request that designers select a single piece from their collection to be produced in one of the designated colors that symbolize various facets of mental well-being to be featured in a unique event photoshoot promoting mental health awareness:

- **Black:** symbolizes authority, confidence, and resilience
- **Blue:** Symbolizes feelings of calm, serenity, and tranquility
- **Green:** Symbolizes balance, growth, and harmony
- **Pink:** Symbolizes compassion, empowerment, and support
- **Purple:** Symbolizes advocacy, independence, and individuality
- **Red:** Symbolizes energy, passion, and power
- **Yellow:** Symbolizes hope, optimism, and positivity

Each Designer's "color piece" will be scored using a 10-pt scale by a panel of three (3) industry professionals and majority vote from the audience based on six categories:

- **Adherence to the "Look Good, Feel Good" Theme**
- **Aesthetic Appeal**
- **Craftsmanship**
- **Creativity**
- **Functionality**
- **Originality**

****Audience Profile****

Expected Attendance: 250

Demographic Breakdown:

1. Age:

- 18-24: 15%
- 25-34: 25%
- 35-44: 25%
- 45-54: 20%
- 55 and older: 15%

2. Gender:

- Female: 65%
- Male: 35%

3. Income Level:

- \$25,000 - \$50,000: 30%
- \$50,000 - \$75,000: 35%
- \$75,000 - \$100,000: 20%
- \$100,000 and above: 15%

4. Education Level:

- High School Diploma: 10%
- Some College: 20%
- Bachelor's Degree: 40%
- Graduate Degree: 30%

5. Employment Status:

- Employed Full-Time: 45%
- Employed Part-Time: 15%
- Self-Employed: 30%
- Unemployed/Other: 10%

6. Interests:

- Mental Health and Wellness: 70%
- Fashion and Personal Style: 60%
- Health and Fitness: 50%
- Community Engagement: 40%
- Professional Development: 35%

Audience Alignment with Various Markets:

1. Health-conscious and wellness-focused attendees align with markets which include individuals who seek comprehensive health services and support, as well as prioritize healthy living and sustainable products.
2. The high percentage of female attendees with an interest in fashion and personal style aligns perfectly with markets of fashion-forward women are interested in empowerment, lifestyle, and philanthropy.
3. The active and wellness-focused attendees align with markets catering to individuals who value high-quality, durable products for their active lifestyles.
4. The high education level, professional development interest, and high percentage of employed attendees align with markets targeting individuals pursuing higher education as well as job seekers and professionals aiming to improve their career prospects.
5. Attendees with an interest and focus on mental health and wellness aligns to markets that provide comprehensive healthcare services to communities that value health and improving well-being.

6. The tech-savvy and community-focused audience aligns with markets targeting professionals who are invested in technology and community initiatives.
7. The diverse demographic of the audience aligns markets supporting local businesses and economic growth.
8. The African American and LatinX (community-focused) attendees aligns with markets promoting health and wellness within BIPOC communities.
9. The audience's interest in community engagement and lifestyle aligns with markets valuing local culture and events.

****Sponsorship Levels****

Diamond Package - \$2500

Benefits:

- One (1) 30-sec Business Spotlight Commercial w/ Product Spotlight Feature by **Griffin Film Productions**
- One (1) 30-min Professional Brand Photoshoot by **Griffin Film Productions**
- Three (3) Promotional Branded Reels by **You ARE Magic Media**
- Two (2) Complimentary day of event, Personal or Executive Protection Detail by **Brown Security Group, LLC**
- One (1) Complimentary eMaGi MTO Custom Designed Garment (\$250 value) by **The House of eMaGi**
- Opportunity to deliver a 5-minute speech/presentation at the event
- Premier logo placement on all event materials, including banners, posters, and digital marketing assets.
- Full-page ad in the event program.
- Recognition as a Diamond Sponsor in press releases and media coverage.
- Eight (8) complimentary MVP tickets to the event (1 full 60" round table) w/ (8) complimentary drink tickets
- Exclusive booth space at the event for promotional materials.
- Gift Bags with the Sponsor's product, samples, and/or gifts distributed
- Social media mentions and tags across all platforms leading up to and during the event.

Platinum Package - \$2000

Benefits:

- One (1) 30-sec Business Spotlight Commercial by **Griffin Film Productions**
- One (1) 30-min Professional Brand Photoshoot by **Griffin Film Productions**
- Two (2) Promotional Branded Reels by **You ARE Magic Media**
- One (1) Complimentary day of event, Personal or Executive Protection Detail by **Brown Security Group, LLC**
- One (1) Complimentary eMaGi MTO Custom Designed Garment (\$200 value) by **The House of eMaGi**
- Prominent logo placement on all event materials.
- Half-page ad in the event program.

- Recognition as a Platinum Sponsor in press releases.
- Six (6) complimentary VIP tickets to the event (1 tall 30" cocktail round table)
- Six (6) complimentary drink tickets
- One (1) 6-ft table booth space at the event for promotional materials.
- Gift Bags with the Sponsor's product, samples, and/or gifts distributed
- Social media mentions and tags across all platforms.

Gold Package - \$1500

Benefits:

- One (1) 30-min Professional Brand Photoshoot by **Griffin Film Productions**
- One (1) Promotional Branded Reels by **You ARE Magic Media**
- One (1) Complimentary Reflective Tailoring Mobile Alterations Order (\$150 value) by **The House of eMaGi**
- Logo placement on event materials.
- Quarter-page ad in the event program.
- Recognition as a Gold Sponsor in press releases.
- Three (3) complimentary VIP tickets to the event (1 tall 30" cocktail round table)
- One (1) 6-ft table booth space at the event for promotional materials.
- Gift Bags with the Sponsor's product, samples, and/or gifts distributed
- Social media mentions and tags across all platforms.

Silver Package - \$1000

Benefits:

- One (1) Promotional Branded Reels by **You ARE Magic Media**
- One (1) Complimentary Reflective Tailoring Mobile Alterations Order (\$100 value) by **The House of eMaGi**
- Logo placement on event materials.
- 1/8-page ad in the event program.
- Recognition as a Silver Sponsor in press releases.
- Three (3) complimentary Front Row Seat tickets to the event.
- Gift Bags with the Sponsor's product, samples, and/or gifts distributed
- Social media mentions and tags across all platforms.

Bronze Package - \$750

Benefits:

- One (1) Complimentary Reflective Tailoring Mobile Alterations Order (\$75 value) by **The House of eMaGi**
- Logo placement on event materials.
- Business card-sized ad in the event program.
- Recognition as a Bronze Sponsor in press releases.
- Two (2) complimentary Front Row Seat tickets to the event.
- Social media mentions and tags across all platforms.

Supporting Sponsor Package - \$500

Benefits:

- Business card-sized ad in the event program.
- One (1) complimentary Front Row Seat ticket to the event.
- Recognition on social media.

**** Donor Levels ****

\$250 Donor:

Benefits:

- Name listed in the event program.
- Recognition on social media.
- One (1) complimentary Prime Seat ticket to the event.

\$100 Donor:

Benefits:

- Name listed in the event program.
- One (1) complimentary Prime Seat ticket to the event.

In-kind Sponsorship:

Benefits:

- Recognition based on the value of the in-kind contribution, with benefits aligned to the monetary sponsorship levels.

***Benefit Examples*:**

- Griffin Film Productions (Business Spotlight Commercial w/ Product Spotlight Feature) - www.youtube.com/watch?v=FVy_4irYRmA&feature=youtu.be
- Griffin Film Productions (Business Spotlight Commercial) - www.youtube.com/watch?v=WJJ7NLFCqzg
- You ARE Magic Media (Promotional Branded Reels) - <https://www.youaremagicmedia.com/services>
- Brown Security Group, LLC (Event, Personal, or Executive Protection Security Service) - www.youtube.com/watch?v=btCS8vBF5xs
- The House of eMaGi (eMaGi MTO Custom Designed Garment) - www://emagi360.com/e360-shop/ols/all

****Marketing Plan****

Objective:

To promote the event and sponsor involvement effectively across multiple channels to maximize visibility, attendance, and engagement. By leveraging the following diverse marketing channels and strategies, we

strive to enhance the magnitude and success of the "Look Good, Feel Good" Mental Health Education Symposium and "Dress for Inner Success" Fashion Show Competition, ensuring strong attendance and meaningful engagement with our sponsors.

Social Media Marketing

Platforms:

- Facebook
- Instagram
- LinkedIn

Strategies:

- Event Pages: Dedicated event pages created on Facebook, and LinkedIn with all event details, updates, and engagement activities.
- Regular Posts: Daily and weekly posts are scheduled, leading up to the event, and highlighting different aspects to include speaker announcements, fashion show participants, and sponsor spotlights.
- Hashtags: Usage of event-specific hashtags (#LookGoodFeelGood, #DressforInnerSuccess, #FashionWithAPurpose, #EndTheStigma) will be included with regular posts to increase visibility and encourage attendee participation.
- Stories and Reels: Behind-the-scenes content, sponsor highlights, and quick interviews with key participants are shared on Instagram Stories and Reels.
- Paid Ads: Targeted ads on Facebook and Instagram will be ran to reach a broader audience within the Greater Austin area.
- Sponsor Shout-outs: Event sponsors will be regularly featured in posts, thanking them for their support and highlighting their contributions.

Email Marketing

Strategies:

- Email List: We will utilize existing email list(s) and gather new subscribers through the event website and registration pages.
- Newsletters: We plan to send bi-weekly newsletters to event subscribers with event updates, speaker highlights, fashion show previews, and sponsor spotlights.
- Sponsor Features: Newsletters will include dedicated sections to highlight sponsors, their products/services, and special offers or messages from them.
- Reminder Emails: Reminder emails will be sent closer to the event date to encourage attendance and last-minute registrations.

Press Releases

Distribution Channels:

- Local newspapers (*Community Impact Newspaper*)
- Online news platforms (*KVUE, KXAN, soulciti*)
- Industry-specific publications (*Austin Fit Magazine, Austin Woman Magazine, Tribeza Magazine*)

Strategies:

- Initial Announcement: An official press release has been released announcing the event, including an event overview and details about the agenda, fashion show, and initial sponsors (*Integral Care, Whatsinthemirror?, Enteeve Counseling, Austin ISD, Brown Security Group LLC, Luxe Loft Model Agency, D2 Auto Detail, High Five Entertainment, SK Texas Notary*).
- Sponsor Highlights: We will send follow-up press releases focusing on major sponsors and their involvement, including any special activities or promotions they are running in conjunction with the event.
- Event Coverage: We are coordinating with local media outlets for event coverage, including interviews with key speakers, fashion show highlights, and sponsor mentions.

Other Promotional Activities

Community Partnerships:

- Local Businesses: We are partnering with local businesses (*Griffin Film Productions, You ARE Magic Media, Style Shift Image*) to display event posters and distribute flyers.
- Business Associations: We are working with local business associations (*Austin Chamber of Commerce, Black Like ATX, Hey ATX*) to promote the event through their newsletters and networks.

Event Listings:

- Online Calendars: The event is listed on popular local event calendars including *Eventbrite, Events.com, OnAustin.com, Austin Event Calendar, #StayHappening, Events In Texas, and AllEvents.In*
- Community Boards: We plan to post about the event on community boards and forums, including local *Facebook groups, Integral Care Events Calendar, and Where Y'all At Though?!*

Radio and Podcast Promotions:

- Radio Stations: We will run event ads and sponsor mentions with local and internet radio stations (*KAZI FM 88.7, KMFA 89.5, Audacy Inc.*)
- Podcasts: We will collaborate with a local podcast (*T&T Podcast*) to feature the event and discuss sponsor involvement.

Additional Marketing Channels:

Your sponsorship will also be promoted through various platforms and channels, including but not limited to:

- Print Media

1. Austin Family Magazine
 2. Austin Monthly
 3. City Lifestyle ATX
- Online
 1. BuenaSuerte.com
 2. El Clasifacdo

Event Website:

- Sponsor Logos: Sponsor logos are prominently on The House of eMaGi website Events Page with links to their websites.
- Sponsor Highlights: A dedicated section on the website will be created for sponsor profiles, detailing their contributions and any special offers for attendees.

Measurement and Reporting

Metrics:

- Social Media Engagement: Our team will continue tracking likes, shares, comments, and overall reach of posts related to the event and sponsors.
- Email Open Rates and Click-Through Rates: Email campaigns performance will be monitored to gauge interest and engagement in real time.
- Press Coverage: We plan to compile a list of press mentions and articles covering the event and sponsors.
- Event Attendance: Actual event turnout will be measured, and feedback gathered from attendees regarding their awareness of sponsors.

Reporting:

- Post-Event Report: Sponsors will be provided with a detailed report summarizing the promotional activities, metrics, and overall impact of their involvement.
- Testimonials and Feedback: Our team will collect testimonials from attendees and sponsors to highlight the success of the event and the value of sponsorship.

****How to Sponsor****

To become a sponsor, please contact us at Cleva@eMaGi360.com or visit our website at www://emagi360.com/events to complete the sponsorship form. We look forward to partnering with you to make the "Look Good, Feel Good" Mental Health Education Symposium and "Dress for Inner Success" Fashion Show Competition a resounding success!

Contact Information:

Cleva Kah
Event Coordinator
(737) 703-4151
cleva@eMaGi360.com
www.eMaGi360.com/events