



615 Soul Presents...

FREE
&
Open to the
Public

615
Line Dancers
Love Soul

THE RESET

A Wellness Brunch

Leave Refreshed, Recharged,
and Reconnected



STEP UP TO WELLNESS

Connect to your target audience in a way that speaks directly to our
community and their interests.





PURPOSE

To improve health throughout the urban communities for people who love to line dance.

MISSION

To encourage physical activity through the art of soul line dancing while promoting heart health, mental wellness, and fellowship.

OUR ORGANIZATION

615 Soul Line Dance was established in 2022 by a collective of volunteer line dance instructors.

We fulfill our mission by providing FREE soul line dancing classes to the general public, hosting events and activities engaging the public, and providing opportunities for soul line dancers to fellowship.

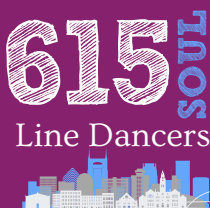
The RESET | A Wellness Brunch is a monthly event held for up to 50 participants running from August to December, where we will have:

- A guest speaker to discuss prevalent issues in our urban community,
- Learn a fun activity: Yoga, Pilates, Zumba, Boxing, Double Dutch, Step Aerobics, etc.
- A Guest Soul Line Dance Instructor to lead the Soul Line Dancing.
- Brunch will be provided for up to 50 participants.

The purpose of this programming is to leave our participants feeling refreshed, recharged, and reconnected with their health.



We've studied our core audience, Black Americans in Metro Nashville (mostly Antioch, TN), and created real-life personas that reflect their needs, values, and lifestyles.





36.7%

Black¹

Antioch, TN 37013

48.7%

\$67,270

Med. Household Inc.

Antioch, TN 37013

44%

Renters

Antioch, TN 37013



51%

Women¹

Antioch, TN 37013

29.7%

Bachelor's²
or Higher
Antioch, TN 37013

18.1%

Without
Health Care²
Coverage
Antioch, TN 37013

OUR AUDIENCE

1-in-3

Receive Mental Health Care⁵
National

17.1%

Depression³

Davidson County

6%

More
Stressed⁴
about
Rent

Davidson County

Lowest

Breast Cancer Survival Rate⁶
National



22.1%

Diabetes³

Davidson County

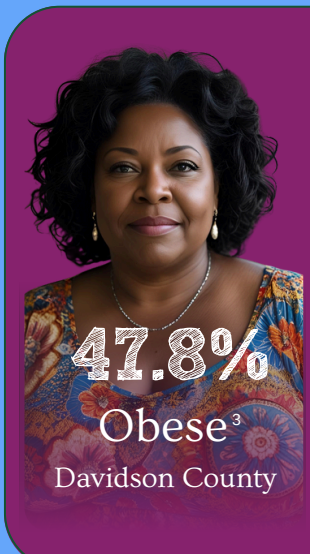
1: [City-Data.com 37013 Zip Code \(Nashville, Davidson, TN\) Detailed Profile in 2022](#)

2: [Census Data Zip Code 37013](#)

3: [Nashville Community Health + Well-being Survey 2019](#)

4: According to [Nashville Community Health + Well-being Survey 2019](#), African Americans always/usually worried or stressed about money for rent/mortgage at 22.6% in comparison to Whites, Non-Hispanic at 16.6%
5: American Psychiatric Association - [Mental Health Disparities: African Americans](#) states: "Only one-in-three African Americans who need mental health care receives it." Page 2

6: National Breast Cancer Foundation, INC - [Key Statistics & Facts About Breast Cancer In The United States](#)



47.8%

Obese³

Davidson County

Our Audience

Social Media Analysis

The Social Media Audience Analysis Report provides a comprehensive overview of the demographics, interests, and behaviors of the audience.

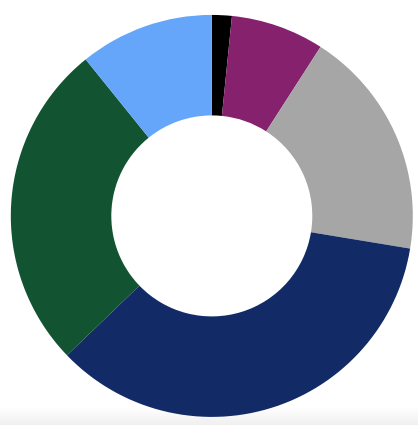
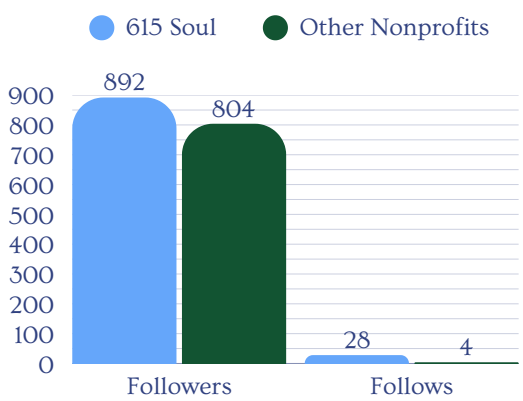
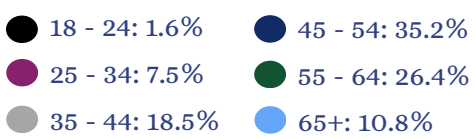
Overall Since 2022



GENDER



AGE





MARY JOHNSON, RN

"I am a busy working mom who hasn't made enough time for myself."

Household Income: \$63,000

Renter

Single

3 Kids (Ages: 25, 19, and 8)

Preferred Brands: Procter & Gamble, Nike, Facebook Market, Samsung, Kia, Amazon, Netflix, WalMart

WANTS

- A legacy to leave to my kids
- More time for Self-Care
- Get healthy
- My kids to become self-sufficient adults

HEALTH CONCERNS

Obesity

Diabetes

High Blood Pressure

FRUSTRATIONS

- Not enough money to support a family of four
- Not enough time to cook
- Working long hours
- Adult children still dependent on me

MOTIVATIONS

- Willing to make time to get healthy
- Willing to spend for convenience
- Motivated by price and ease

REGISTERED NURSE

AGE 45

GENDER WOMAN

LOCATION ANTIOCH, TN

AUDIENCE PERSONAS

ANNE Thomas

EDUCATOR



"I will be retiring soon and look forward to traveling now that my kids are grown."

WANTS

- Spend more time traveling
- Stay active
- Spend time with grandchildren
- Be ready for retirement

MOTIVATIONS

- Valuing my peace and time
- Willing to spend for traveling and other passion projects
- Ways to consolidate bills

Household Income: \$72,000

Renter

Divorced

2 Kids (Ages: 40 and 37)

Preferred Brands: Temu, Shein, Nike, Kia, Sketchers, Kroger

FRUSTRATIONS

- Confusion with Medicaid/Medicare
- Deciding if I should downsize
- Selecting if I should Semi-Retire, Fully Retire or start a new career

HEALTH CONCERNS

Depression

Breast Cancer

Heart Disease





August

8/16/25

Home Ownership



September

9/20/25

Dental Health



October

10/25/25

Breast Cancer



November

11/22/25

Stress



December

12/20/25

Goals / Vision Boards

THE RESET

A Wellness Brunch

CALENDAR

2025



We invite you to speak directly to your target audience on our series of topics covering a prevalent issue in our community.

Be ready to provide resources and materials to engage the audience in a follow-up action.

BECOME A SPONSOR



CONTACT

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Email 615SoulLineDance@gmail.com
Address 5424 Bell Forge Lane East
PO Box 2171
Antioch, TN 37013



BRUNCH SPONSORS

MAKE AN IMPRESSION AS THE OFFICIAL RESET BRUNCH SPONSOR.

Give a 5-Minute introduction on your company at the start of the event.

Lunch is provided for up to 50 people.

CONTRIBUTION BENEFITS

- Information Booth to distribute
Company Material to Attendees
- Logo Placement on Event Signage
- Logo on Website with Company Link
- Logo on Social Media
- Public Thank-You
- Coupons distributed to our
Audience

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