



# **4<sup>th</sup> Annual HERoine Legacy Honors**

Honoring the women of yesterday by the works of women today!

**March 7, 2020**

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## **Sponsorship Proposal**

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Dear Potential Sponsor,

I am passionate about Memphis, Philanthropy and Business and anytime I can incorporate all three in one event, I'll jump on it. I love honoring people while they're still here! So I created the **HERoine Legacy** Magazine to do just that during Women's History Month. I chose women to interview who I believe have fully taken advantage of the opportunities that women of our past have created for us to be able to own businesses, preach the word, write books, lead professional organizations, etc. I'm honoring the impact of those brave women of our past. The **HERoine Legacy** magazine has been a hit and it only is released digitally in March.

In addition to sharing the stories in the magazine, I'm hosting a **HERoine Legacy** Honors Brunch for the class of 2020 honorees. The theme will be "Building Destiny Partners." During the 2018 honors brunch, I announced that this annual event will become an official fundraiser for [The Destiny House](#), a non-profit organization that provides practical support for women and children in education/school improvements, business, and community outreach ministries. My goal is for this partnership to produce a hub of future honorees; we're creating programming to connect our current and past honorees to the girls with The Destiny House.

The goal for this event is to have multi-generational women in a room honoring, celebrating, challenging, and inspiring each other. I need you partnering with us to make this possible! I need to secure a bigger venue, especially since, last year, we sold out and reached space capacity one week before the event. That showed us that Memphis wants to see women being honored. More decorations, trophies/plaques, entertainment, photography/videography services, printing services for the magazine and event program, giftbags, and a bigger catering budget, etc. are required. Your partnership will ensure a memorable event!

We will handle all of the public relations, marketing, social media & publicity efforts. We thank you and look forward to having your support and will be happy to answer any additional questions. You can contact me directly at [tjjefferson2@gmail.com](mailto:tjjefferson2@gmail.com).

Simply Yours,



Event Founder and Creator

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**KEY EVENT INFORMATION:**

We have roughly 70% women between the ages of 28-40, who attend the brunch and have residual income to spend on products or services that are of quality and can make their busy lives easier. The bulk of our past sponsors were local small businesses that needed to reach our specific demographics.

Past sponsorship successes:

- Tell Publishing received an 8% increase in book sales of the current book that was being promoted at that time.
- Fresh Touch Publicity secured two media interviews prior to the event and secured two new clients and a speaking engagement for the owner post the event.
- Time Piece Technician received an increase of 35% of sales the day of the event as they were able to set up as a vendor and secured additional sales post event
- Mainstream Images booked two photo sessions and a videography session as the photographer and vendor at the event
- EventSnap app was able to get 22 new downloads for the app and over 40 new pictures posted through the app at the event.

**OUR IMMEDIATE DEMOGRAPHICS:**

- 65% women making family purchasing decision
- 59% shop clothes/shoes/accessories on sale; 41% shop regular-priced items
- 57% live in Memphis, 14% in Atlanta, 29% other cities
- 49% with college degrees
- 41% shops online & in person; 39% shops solely online; 20% shops solely in person
- 40% Single Mothers
- 40% Salary of at least \$40,000/year

Social Media Reach:

- 57% Female — 43% Male Facebook Fans, with over half in the 25-35 age bracket
- 35% Female—65% Male Twitter Followers, with over 2700 followers
- 70% small businesses on Instagram, with over 1300 followers
- We get an average of over 1000 views of the magazine from Memphians

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**Snippets of past #HERoineLegacy Honors Brunch!**



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**More Pictures of the HERoineLegacy Brunch!**



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**HOW TO SUPPORT THE EVENT:**

**“LEGEND” LEVEL SPONSOR- 1500+ (1 available)**

- Company name listed as the presenting sponsor, along with Tell Publishing, of the event
- Company logo prevalently featured on all promotional and digital marketing efforts
- Company rep will have opportunity to join in on TWO media interviews about the brunch
- Company will have a TWO-page, color advertising spread in the **#HERoineLegacy Magazine**
- Company will receive an exclusive SIX-seat table w/company logo & prominent table placement
- Company will receive a vendor’s table to promote and sell products/services at the brunch
- Company’s logo & services will be placed on a digital slide shown throughout the brunch

**“CONQUEROR” LEVEL SPONSOR- \$750+ (4 available)**

- Company logo prevalently featured on all promotional and digital marketing efforts
- Company rep will have opportunity to join in on ONE media interview about the brunch
- Company will have ONE full-page, color advertising space in the **#HERoineLegacy Magazine**
- Company will have FOUR complimentary tickets to be seated at a sponsor’s table
- Company will have opportunity to place promotional items in gift bags for honorees
- Company’s logo & services will be placed on a digital slide shown throughout the brunch

**“CHAMPION” LEVEL SPONSOR- \$300+ (5 available)**

- Company logo prevalently featured on all promotional and digital marketing efforts
- Company will have one half-page, color advertising space in the **#HERoineLegacy Magazine**
- Company will receive TWO complimentary tickets to be seated at a sponsor’s table
- Company’s logo & services will be placed on a digital slide shown throughout the brunch

**“STAR” LEVEL SPONSOR- \$105+ (8 available)**

- Company logo prevalently featured on all promotional and digital marketing efforts
- Company will receive ONE complimentary ticket to be seated at a sponsor’s table
- Company’s logo & services will be placed on a digital slide shown throughout the brunch

**ADVERTISE YOUR BUSINESS IN THE MAGAZINE**

- FULL PAGE AD: \$65.00
- HALF PAGE AD: \$35.00

**VENDOR SPACE- \$50 (only one vendor per industry; first come, first serve)**

- Company will receive a table and up to two chairs

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 Sponsorship Application

Company Name	
Mailing Address	
City, State, Zip Code	
Key Contact's Name	
Phone & Email Address	
Alternate Contact's Name	
Phone & Email Address	

**Payment Information**

Payment is due at the time of the application submission. ALL FINAL payments are due by Feb. 15, 2020- NO EXCEPTIONS. We use online site, eventzilla, paypal or cash app to receive electronic payments.

LEVEL	CHECK BOX	PAYMENT OPTION (paypal or cash app)
Legend Level		
Conqueror Level		
Champion Level		
Star Level		
Magazine AD	___ FULL PAGE ___ HALF PAGE	
Vendor Space		

**Application Submission**

By submitting this application, I affirm that the facts set forth in it are true and complete. I understand that if I am accepted as a sponsor, any false statements, omissions, or other misrepresentations made by me on this application may result in my immediate dismissal.

Name (printed)	
Signature/Date	

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