

SPONSORSHIP PROPOSAL



*Thank you in advance for
your consideration!*

*Prepared by:
VMW Enterprise*



The Indulge Event

THE TIME IS NOW TO INDULGE YOURSELF

CEO, Valerie McKinney-Walker BSN, MBA-HCM

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✉ theindulgeevent@gmail.com

📍 www.theindulgeevent.org

Dear Prominent Business Owner,

I hope this letter finds you well. I am writing to you on behalf of The Indulge Event to request your valuable sponsorship for our upcoming event, The Indulge Holiday Event scheduled to take place on November 18th at Montgomery County Fairgrounds Event Center.

The Indulge Event is an One-Stop Shopping and Indulgence Experience that showcases Tri-City Area's small businesses, cooks/bakers and entertainment artists. Indulge started in 2009, offering business owners a platform to inform the community of their services. Indulge also provides free health screenings to the community from Premier Healthcare. Indulge serves three main purposes: 1). Support small businesses 2). Provide the community with free healthcare screenings; this is important for those that do not have insurance and/or apprehension of going to the doctors and 3). Giving people in the community the opportunity to enjoy fashion shows, live concerts, spa services and lifestyle workshops free of charge. In the U.S. there are 32.5 million small businesses, 19 million are home-based. It accounts for 44% of the economic activity and 46.8% of jobs in the United States. By percentage small businesses generate the most hirings and this is why the Indulge Event is necessary for the city. It gives businesses a launch pad from home based to brick and mortar.

We firmly believe that your company's commitment to community and healthcare makes you an ideal partner for our event. By sponsoring The Indulge Event your brand will gain exposure to a diverse audience, including industry professionals, community leaders, and event attendees. Your support will help us achieve our objectives and ensure the event's success.

In return for your sponsorship, we offer several packages tailored to meet your marketing objectives. These may include prominent brand placement in our event materials, logo visibility on our website and social media channels, acknowledgement in our press releases, speaking opportunities during the event, and exclusive access to networking opportunities with industry experts and key stakeholders. We are also open to discussing customized sponsorship packages that align with your specific requirements and budget. Our team is dedicated to working closely with you to ensure that your investment delivers maximum value and impact. Attached to this letter is a detailed sponsorship proposal that outlines the different sponsorship levels and associated benefits. We kindly request you to review it at your convenience. If you have any questions or require additional information, please do not hesitate to contact us. We would be delighted to provide any further details you may need.

Thank you for considering our sponsorship request. Your support will play a vital role in making Indulge Holiday Event a resounding success. We are confident that together, we can make a lasting impact and achieve our shared goals. We look forward to the possibility of collaborating with you.

Yours sincerely,
Valerie McKinney-Walker

Greetings,

2023 /2024

On behalf on The Indulge Event, LLC, I invite you to be a partnering sponsor for The Indulge Event. With your support we will continue to provide a platform for small business owners an opportunity to showcase their business to the community; as well as providing support within the community with free healthcare screenings as well as economic infrastructure.

On Saturdays, November 18th, 2023 and May 4, 2024; over 100 small business owners from the Tri-City area and beyond will gather for The Indulge Event. The one-day event will feature health screenings with Premier Health, fitness demonstrations, glam & spa services, paint & sip, live concert entertainment. This May event will be the first time the event will be expanding outside and adding an extra performance stage and food trucks. Our guests attendance range from 2500 to 3500. Indulge will be held at the Montgomery County Fairground & Event Center from 12:00 PM to 6:00 PM. Free admission and parking.

Please consider our request to be a partnering sponsor. We will provide your business with hundreds of new prospects. Take advantage of this great opportunity to support small business owners.

We market the event using social media, flyers, radio (102.9 & 92.1), Spectrum and Spectrum Streaming (Hulu & Netflix), Billboards, WDTN , 40WRCX and sometimes newspapers.

Facebook: Friends 2,501/ Followers 1,992/ Post Reach 13.5K/ Post Engagement 6.6K Instagram: Followers 784 Twitter: Followers 140 LinkedIn: 500+ connections Website (created 10/19): 1050 clicks avg. per mo./ Unique visitors 525 per mo. Email Marketing Campaign: 3500+ emails

THANK YOU in advance for your consideration of becoming an Indulge partnering sponsor. If you have questions or require additional information, contact me at (937) 477-6870, theindulgeevent@gmail.com or visit our site: theindulgeevent.org. I look forward to hearing from you soon.

Blessings,

Valerie McKinney- Walker, CEO of The Indulge Event. LLC

www.TheIndulgeEvent.org

\$6000- Title Sponsorship Package:

- Your business advertising on the front cover of postcards/flyer.*
- Your business will be spotlighted with visible 9 ft double sided signage.*
- Advertised on all Media releases/Social media/Websites.*
- 8 ft dressed tables w/ 10x10 booth at the event.*
- Mic time at the event to address guests.*
- Logo on step and repeat signage .*
- Mentions on all pre & post-event interviews.*
- Maximum of two businesses may participate in this package.*

\$3000- Stage Sponsorship Package:

**The Indulge Stage becomes presented by your business with your business banner. The stage is used for fitness demonstrations, fashion shows, live concerts, etc*

- Advertised on all Media releases/Social media/Websites.*
- Logo on step and repeat signage.*
- 10x10 Booth with 8ft dressed table and chairs .*
- Mentions on all pre & post-event interviews.*
- Maximum of seven businesses may participate in this package.*

\$2500- Special Section Sponsorship Package:

- Your business will be spotlighted with visible 9 ft double sided signage as reference in the special section aisle; whether it being young entrepreneurs or health care for vendors and guests. . ** Maximum of 7 businesses may participate in this package.*
- Advertised on all Media releases/Social media/Websites.*
- Logo on step and repeat signage.*

\$1000- Shopping Bag Sponsorship Package:

- Your business logo will appears on guests shopping bags.*

\$150- Welcome Sign Sponsorship Package: • • Maximum of 10 businesses

- Your business logo will be on the step and repeat sign.*
- Logo .jpeg high resolution; send to theindulgeevent@gmail.com*

Sponsorship Form

Organization Name: _____

Address: _____

City/State: _____

Zip: _____

Contact Person: _____

Contact Email: _____

Phone Number: _____



*Please make payment via
Cash App \$TheIndulgeEvent*

PayPal valeriemckinneywalker@gmail.com

For Nov. 18th Event by Oct. 10th / For May 4,24 Event by April 1st.



Sponsorship Levels (Please Select):

____ \$6000 - Title Sponsorship Package

____ \$3000 - Stage Sponsorship Package

____ \$2500 - Special Section Sponsorship Package

____ \$1000 - Shopping Bag Sponsorship Package

____ \$150- Welcome Signage Sponsorship

**Email your logo (high resolution .jpeg format) to theindulgeevent@gmail.com*

Thank you in advance for believing in the vision and the mission of The Indulge Event and we look forward to a successful partnership.