

He that refreshes others, Will himself be refreshed Proverbs. 11:25

# The Indulgence Event

THE ONE STOP SHOPPING AND **INDULGENCE** EXPERIENCE

Empowerment

Resources

Networking

Awareness

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## Small Business at work you for.

Connecting the community to the business resources they need...

The “INDULGE” Event is a community based event that is the ultimate one-stop shopping and indulgence experience like NO other in this Dayton area, by exposing the community to Business Owners, Live Music, Fashion, Great Foods and Spa/ Glam & Gents Services that are in their local neighborhood. The event highly stresses support small businesses by asking to “Shop Small”.

## A dual purpose service.

The introduction...

In 2009, “INDULGE” evolved around a visionary concept to provide a venue that would allow a phenomenal introduction of small business owners and entrepreneurs to the public. We were blessed to have four successful events in 2009 (May 9, Aug. 15, Nov. 21 & May 10) with an average of 375 to 400 + people in attendance. The vision quickly erupted into a pronounced opportunity allowing “INDULGE” to give back to the community by incorporating Health Care Services, (blood pressure, cholesterol, diabetes screening, HIV & prostate screenings), Spa Services, (manicures, pedicures, massage therapy, facials, reflexology) as well as spotlighting Motivational speakers and Local Business Owners. In addition to showcasing products and services, “INDULGE” is committed to featuring specific topics each event as we work towards bringing continued health awareness, enrichment, empowerment and general knowledge to the community.

In November 2013, The “INDULGE” Event re-launched with an overwhelming response and welcoming, that was very humbling. We hope to re-incorporate the two components of health screenings and workshops again in the future of the “INDULGE” events.

### Marketing Resources:

- WROU RADIO
- MINI COMMERCIALS'
- PODCAST INTERVIEWS
- VARIOUS LOCAL NEWSPAPERS
- FLIERS/POSTERS
- SPECTRUM TV
- SOCIAL MEDIAS
- ONLINE NEWS SITES CALENDARS
- EVENTBRITE.COM
- DAYTON,ORG/ZEVENTS.COM
- WHOFISH.COM
- WORD OF MOUTH
- T-SHIRTS
- TELEVISION INTERVIEW w/ FOX 45
- EARLIER EVENTS BY TICKET SALES



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## SHOP SMALL

Supporting local merchants has significant benefits on the local community that large chain retailers do not have. Customers can feel good knowing that they are supporting their community's economy and the success of local entrepreneurs. We encourage you to "Shop Small"

## NEW BUSINESS RESOURCE

The Indulge Event also provide small businesses with support, especially new businesses with marketing strategies, first time vending tips, business tools and etc. Our goal is for the business owner to succeed and prosper.

## INDULGE ALWAYS BEEN A FULL DAY

The "INDULGE" event lends an arena featuring motivational speakers, health screenings (blood pressure, cholesterol, diabetes, HIV, prostate, reflexology, breast cancer prevention, heart disease prevention, diabetes foot screening, magnetic & infra-red therapy and spinal screenings) a day of pampering, (facials, manicures, pedicures, massage therapy, hair salon services, eye brows and eye lashes) informational workshops (finances, nutrition, Zumba and community outreach) ; Paint & Sip; Silent Auctions and the opportunity to "Shop Till You Plop" by supporting local businesses and vendors!



## Indulge Mission

Dayton has had a long history of innovation and entrepreneurship, and has developed a unique character due in part to local businesses. These businesses are the lifeblood of our city. Individual consumers have the power to help support the Dayton economy by shopping at local merchants during special occasions. The Indulge Event has invited over seventy—eighty of local entrepreneurs to present at the Ultimate One-Stop Shopping and Indulgence experience in the Dayton area. The Indulge mission is to enrich the community by nurturing the entrepreneurial spirit in the Miami Valley.

The benefits of supporting local businesses are many. Small businesses create half of the jobs in the private sector which encourages local prosperity. Many small business owners pride themselves on superior customer service as they live within the community and personally get to know their customers. Small businesses hire other small businesses, and support local youth sports, art programs, non-profit organizations, and faith based programs.

## The Future

Since the event re-launched , we have grown to 700 + in community attendance. We have embraced the local artists by launching the V-Spot Lounge. We have been blessed to find our permanent home with the Montgomery County Fairgrounds which gives the event the legs to grow and expand. And with that , we are able to join forces with local healthcare providers to offer Free Healthcare Screenings and Informational Workshops, the two components that were let go. I am proud to announce those two components will make their debut at the upcoming Indulge Event, May 11, 2019, for our 10th Anniversary Celebration.



## Valerie McKinney– Walker, BSN, MBA-HCM

Valerie is the founder and CEO and a graduate from The OSU with BSN and MBA/HCM from the University of Phoenix, “We are very humbled and blessed to see the embracing of this event and concept”. We absolutely love to provide the community with this event.” We want to continue to be a blessing and we want people to come away from the event feeling blessed, worthy and deserving of indulging themselves.” We want businesses to be blessed and flourish and be remembered through this event. On a big scale, we want this event to effect and change lives. We are looking forward in the future to taking The “INDULGE” Event to the Tri-City areas and even other states.

I say “We” because I have a remarkable team for which I could not do this without and their support is priceless and they mean the world to me!



We invite and welcome business owners and sponsors to collaborate with The “INDULGE” Event; you are necessary to its success. Businesses, organizations and private donors can send inquiries to [valeriemckinneywalker@gmail.com](mailto:valeriemckinneywalker@gmail.com).

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## THE INDULGE EVENT

[www.theindulgeevent.org](http://www.theindulgeevent.org)  
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