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# SPONSORSHIP PROPOSAL

I'M THAT GIRL BRUNCH

LOS ANGELES, CA



# MONE'E MOMENTS

## GREETINGS FROM MONE'E MOMENTS EVENTS & DESIGN STUDIO!

I'm thrilled to invite you to sponsor the inaugural "I'm That Girl" Brunch. Set against our vibrant "Citrus Bloom" theme, this event is designed to empower and inspire women aged 21-45, offering a mix of indulgent cuisine and enriching experiences aimed at fostering personal growth and connection.

We are gathering a diverse group of dynamic women, presenting an excellent opportunity for sponsors to engage with a broad, enthusiastic audience. We seek partners who are committed to supporting women's achievements and who value authentic engagement.

Join us in making this event a celebration of empowerment. Your involvement will not only enhance your brand visibility but also align you with an initiative that cherishes authenticity and community.

I look forward to discussing how we can collaborate to make this event memorable and impactful.

Warm regards,

**Driana Smith Wallace**

**Founder and CEO, Mone'e Moments Events & Design Studio**

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# Event Overview

**Purpose of the Event:** The "I'm That Girl" Brunch is designed to celebrate the spirit of womanhood through a day of indulgence, connection, and self-celebration. This event aims to empower and inspire women by providing a supportive environment where they can unwind, engage, and enjoy themselves in a beautifully curated setting.

**Theme and Key Activities:** Set against the vibrant "Citrus Bloom" theme, the brunch features citrusy scents and floral accents, creating the perfect ambiance for leisure and enjoyment. Highlights include:

- Luxurious Three-Course Brunch: Seasonal flavors with exquisite presentations.
- Interactive Experiences:
  - Build-Your-Own Bouquet Station: Engage in floristry.
  - Portrait Lounge: Capture the moment with professional photos.
  - Charm Bracelet Bar: Craft personalized keepsakes for VIP guests.
  - Coffee Bar: Savor gourmet coffees and teas.
  - Open Bar: Enjoy elegant mocktails and crafted cocktails.
  - Lawn Games: Fun games for friendly competition.
  - DJ Entertainment: Lively music to energize the event.
  - Letter to Yourself Bar: A reflective space where guests can write personal notes for future introspection.

**Target Audience Demographics and Size:** This event targets women aged 21-45 from diverse backgrounds, each looking to enjoy a day dedicated to self-care and fun. We expect to welcome between 150-200 guests who are eager to participate in a memorable and engaging social experience.

## Objectives & Outcomes

Our goal is to craft an unforgettable experience that enhances social connections and community ties. Expected outcomes:

- Joyful Engagement: A fun-filled and indulgent day for guests.
- Enhanced Sponsor Visibility: Ample opportunities for sponsor engagement and brand exposure.
- Community Impact: Deepening community connections in a vibrant setting.

# Market Analysis

**Target Audience Insights:** The "I'm That Girl" Brunch is designed to appeal to women aged 21-45, a demographic known for its diverse interests and significant consumer influence. This audience primarily consists of energetic, lifestyle-oriented women who value self-care, community, and personal development. They are typically active on social media, enjoy exploring new experiences, and are often decision-makers in their households, influencing trends and purchases within their networks.

**Consumer Behavior:** Our target audience demonstrates a strong preference for events that offer not just a social outing but a holistic experience—combining dining, networking, and personal enrichment. They appreciate high-quality, aesthetically pleasing environments and are willing to invest in experiences that promise personal growth and enjoyment. This group also shows a high level of engagement with brands that align with their values, particularly those that promote empowerment, wellness, and community.

**Relevance to Potential Sponsors:** This audience's characteristics align well with brands in the beauty, health, wellness, lifestyle, and luxury sectors, among others. Brands that emphasize quality, authenticity, and community involvement will find a receptive audience at the "I'm That Girl" Brunch. The event provides an ideal platform for these brands to enhance their visibility, engage in meaningful interactions, and build loyalty with an influential and predominantly female demographic.



## Target Market Insights

**Over 180 women** have already expressed their interest in attending the event, indicating strong preliminary demand.

**Age Range:** 21-45 years old.  
**Professional Backgrounds:** entrepreneurs, corporate professionals, creatives, and more.

Events that cater specifically to women see as much as a **40% higher engagement** and satisfaction rate compared to mixed demographic events (Source: Women in Events Report).



# Market Analysis

**Event's Potential Reach and Impact:** The "I'm That Girl" Brunch is expected to attract between 150–200 attendees, offering sponsors a focused yet impactful opportunity to engage directly with consumers. The immersive nature of the event, coupled with the attendees' propensity for sharing their experiences on social media, further amplifies the potential reach. Preliminary social media campaigns and interest polls indicate a high level of excitement and intent to participate, suggesting strong attendance and engagement at the event. Additionally, the unique and engaging activities planned for the event are likely to generate substantial word-of-mouth promotion, both online and offline.

**Industry Trends:** There is a rising demand for events that combine enjoyment with enrichment and empowerment, especially those tailored for women. The "I'm That Girl" Brunch aligns perfectly with this trend by merging luxury with personal growth, presenting a prime opportunity for sponsors to reach an engaged and dynamic audience.

**Strategic Opportunities for Sponsors:** The strong initial interest with over 180 potential attendees underscores a high-engagement event, offering sponsors a prime platform for enhanced brand exposure. This setting is ideal for fostering deep brand loyalty and robust consumer relationships, with the added benefit of attendees likely sharing their experiences on social media, significantly broadening the reach and visibility of sponsor brands.



## Target Market Statistics

Women are the primary decision-makers in **85% of household purchasing decisions** (Source: Nielsen).

**65% of women** attend social events seeking both entertainment and opportunities for personal growth (Source: Women's Lifestyle Survey).

Event sponsorship is ranked as the **second-most effective marketing** channel across all sectors, after content marketing (Source: Marketing Charts).



# Interest & Anticipation

The "I'm That Girl" Brunch has already garnered significant interest and enthusiasm, indicating a strong potential for success and widespread appeal. Our initial outreach, limited to just three Facebook groups, has quickly resulted in over 180 women expressing their eagerness to participate in only a six-day span. This early indication of demand showcases the event's ability to resonate deeply with our target audience and underscores the vast untapped potential that remains.

## Quotes from Potential Attendees

Our prospective attendees are not just interested—they are excited and actively asking for more information. Here are some of their genuine reactions:

- "I'm very interested in this event." – Natalie Renee Conde
- "I'd love more info please, this sounds like a great time! 🌸🍷" – Gabby Veronica
- "This would be so much fun! Certainly interested ❤️" – Kaitlynn Campbell
- "I would absolutely love this! 💙 I so look forward to this and sharing with my friends." – Deckonti Tiah
- "Yes, this sounds so fun 😄" – Ife Yearby
- "I'm interested! Let me know how I can sign up!" – Kelly Bramkamp
- "Send me the link too please." – Chloe Robi
- "I will love to be part of this!!" – Laura Ximena
- "I love the sound of this." – Robin Cricket
- "I would love to join ✨" – Marisa Cole
- "I'd love to attend 😊" – Lisa-Elena Marras
- "I would love to attend this! 😊" – Monica Sibrian
- "Can't wait!" – Kirs Ess
- "Would love to!" – Ayushi Krishna
- "Yes please, sounds great!! ❤️" – Sami Sonneso

## Potential for Growth and Engagement

The strong initial interest is just the start. By expanding our marketing to additional social media platforms, email, and local outreach, we expect a significant boost in engagement. This surge promises a well-attended event and a prime opportunity for sponsors to connect with an eager audience. The positive buzz and word-of-mouth potential indicate that the event will surpass expectations, providing sponsors with a valuable chance to engage with a dynamic community.

# Benefits of Sponsoring

## Immediate Visibility and Brand Exposure:

**Branding Opportunities:** Sponsors' logos will be prominently displayed on the event website, through event emails, and on-site signage, ensuring high visibility throughout the event lifecycle.

**Activation Sponsorship:** Sponsors can choose to associate their brand with specific parts of the event, such as the charm bracelet bar or the portrait lounge, which includes branded signage at these activations, creating a lasting impression.

## Targeted Audience Engagement

**Interactive Experiences:** Sponsors can interact directly with attendees through curated experiences and activations that align with their brand's values and goals.

**Exclusive Content Delivery:** Higher-tier sponsors have the opportunity to send a dedicated email message to attendees, further personalizing the engagement and enhancing brand recall.

## Long-term Partnership and Community Impact:

**Social Responsibility:** Align with a cause that celebrates and empowers women, reinforcing your brand's commitment to positive social impact and community involvement.

**Ongoing Partnership Opportunities:** This event is the first in a series of immersive public events planned by Mone'e Moments. Sponsors who enjoy their partnership experience will have the opportunity to engage in future events at a discounted rate, ensuring continued visibility and engagement across our event series.

## Enhanced Brand Loyalty through Emotional Connections:

**Emotional Engagement:** Participating in an event that generates positive emotions helps create deep, lasting bonds with attendees, translating into long-term brand loyalty.



# Benefits of Sponsoring

## Extended Reach via Digital and Social Media:

**Viral Potential:** The unique and enjoyable aspects of the event are highly shareable, which means sponsors benefit from extended reach and visibility as attendees share their experiences online.

**Promotional Opportunities:** Sponsors can distribute swag, promotional items, and collateral in thank-you bags or even feature special offerings in post-event communications.

## Data and Insights:

**Audience Insights:** High-level sponsors gain access to post-event data, offering valuable insights into attendee preferences and behaviors, which can inform future marketing strategies.

## Exclusive Perks:

**Event Access:** Sponsors receive complimentary tickets to the event, allowing them to experience the atmosphere firsthand and engage personally with attendees.

# Sponsorship Packages

## Title Sponsor

### **Comprehensive Branding:**

Logo prominently displayed on all event materials, major event areas, website, and event signage.

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### **Complimentary Tickets:**

3 event tickets.

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### **Exclusive VIP Perks Sponsorship:**

Sole sponsorship of all VIP services, including VIP areas and the Charm Bar.

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### **Premium Data Access:**

Complete attendee list with contact information.

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### **Email Campaign Inclusion:**

Prominent features in pre-event and post-event emails, including special promotions.

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### **Social Media Highlight:**

Featured prominently across all major platforms and included in the event giveaway.

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### **Registration Confirmation Email Sponsor:**

Exclusive logo placement on the registration confirmation email, enhancing immediate brand recognition.

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### **Activation Opportunities:**

Choose two premium activations to sponsor from the following options below. This includes branding opportunities at the chosen activations.

- Open Bar with Mocktails and Cocktails
- Food Experience
- Portrait Lounge
- Coffee Bar

**\$20,000**

### **Exclusive VIP Perks Sponsorship**

Logo at all VIP areas, including registration, VIP parking, and the charm bar, for high visibility.

### **360 Booth Sponsorship**

Logo on all 360 booth signage and video layouts, enhancing interactive photo experiences.

### **Data Access**

Sponsors receive the attendee list with contact details for those who opted in, enabling targeted marketing and follow-ups. Full contact information is shared only with consent.

### **Email Campaign Inclusion:**

Pre-Event Email : Sponsor message featured in pre-event communications.

Post-Event Email: Special promotions included to maintain engagement.

### **Social Media Highlight**

Receive a dedicated post celebrating your sponsorship. Additionally, participate in our event social media giveaway. Attendees must follow your social account alongside Mone'e Moments to enter, boosting your follower base. Enhance the giveaway by offering free products, increasing participant interest and engagement.

### **Swag & Promotions:**

You will include promotional swag and promotions in thank you bags to extend brand reach and enhance interaction.

### **Registration Confirmation Email Sponsor:**

Your logo will be included in the registration confirmation email, placing your brand among the first impressions attendees will have, setting a tone of premium sponsorship.

### **Activation Opportunities:**

Open Bar: Logo on signage and a signature cocktail named after your brand.

Food Experience: Logo on menus and custom cookies.

Portrait Lounge: Logo on signage and in post-event photo emails.

Coffee Bar: Logo on signage and a signature coffee drink.

# **Sponsorship Deliverables**

## **Title Sponsor**

# Sponsorship Packages

## Gold Sponsor

**Complimentary Tickets:**  
2 complimentary event tickets.

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**Activation Opportunities:**  
Choose one primary sponsorship area: Build-Your-Own Bouquet Station, Dessert Bar, DJ Entertainment. This includes branding opportunities at the chosen activation.

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**Data Insights:**  
Access to the attendee list with contact information for targeted follow-ups.

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**Marketing Promotions:**  
Inclusion in the post-event 'Thank You' email offering a special promotion.

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**Brand Presence:**  
Logo inclusion on all event materials, prominently featured during the welcome speech, and highlighted on our social media platforms.

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**Promotional Swag & Promotions:**  
Include promotional swag and special offers in the Thank You Bag distributed to attendees, enhancing brand visibility and takeaway value.

**\$10,000**

## Silver Sponsor

**Complimentary Tickets:**  
1 complimentary event tickets.

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**Co-Sponsorship Activation:**  
Option to co-sponsor one of the following activations: Lawn Games, Letter To Yourself Station. This includes shared branding opportunities at the chosen activation.

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**Data Insights:**  
Access to a general attendee list without contact information, providing insights into the event's reach and demographics.

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**Social Media Recognition:**  
Featured on our social media pages to enhance online visibility and engagement.

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**Brand Presence:**  
Logo inclusion on event signage and the sponsor webpage. Recognition during the welcome speech to highlight their contribution.

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**Swag Bag Inclusion:**  
Include sponsor-branded swag and offers in the event swag bags.

**\$4,000**

# Sponsorship Packages

## Bronze Sponsor

### Brand Presence:

Logo on directional and table top signage, ensuring visibility at key points within the event space. Your logo will also be included on event sponsor signage.

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### Recognition:

Your sponsorship will be acknowledged on the conference sponsor webpage.

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### Data Insights:

Receive a general attendee list without contact information, which offers insights into the audience demographics.

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### Future Opportunity:

First option to upgrade your sponsorship level for the next event at this year's prices, securing your continued involvement and reinforcing loyalty.

**\$2,000**

# Sponsorship Deliverables

## Gold, Silver, & Bronze Sponsors

### Data Access

**Gold Sponsors:** Sponsors receive the attendee list with contact details for those who opted in, enabling targeted marketing and follow-ups. Full contact information is shared only with consent.

**Silver and Bronze Sponsors:** Access to the attendee list with names, supporting general awareness and future marketing strategies.

### Email Campaign Inclusion:

**Gold Sponsors:** Post-Event Email includes special promotions in the "Thank You" and "Sorry We Missed You" emails, maintaining engagement and driving post-event interactions.

### Social Media Highlight

**Gold and Silver Sponsors:** Benefit from a collective highlight post on social media, showcasing your crucial support and enhancing your brand's visibility.

### Swag & Promotions:

**Gold and Silver Sponsors:** Promotional swag and promotions in thank you bags to extend brand reach and enhance interaction.

### Brand Presence

**Bronze Sponsor:** Your logo on directional and tabletop signage throughout the event venue, ensuring attendees consistently encounter your brand.

### Gold Sponsor Activations:

**Build Your Own Bouquet Station:** Your logo on signage, associating your brand with creativity and personal expression.

**Dessert Bar:** Your logo on signage, sweetening the attendee experience with your brand's touch.

**DJ Entertainment:** Your logo on DJ booth signage, syncing your brand with entertainment and fun.

### Silver Co-Sponsorship Activation:

**Lawn Games:** Your logo on signage, enhancing your brand's visibility in a playful setting.

**Letter To Yourself Station:** Your logo featured at the station, linking your brand with personal reflection and expression.

# Marketing & Promotion Plan

The "I'm That Girl" Brunch is not just an event, but an experience meticulously crafted into a masterpiece. Our comprehensive marketing and communication strategy is designed to raise awareness, drive ticket sales, and maximize sponsor visibility and engagement, ensuring each partnership delivers significant value.

## Pre-Event:

- **Landing Page:** Acts as the central hub on the Mone'e Moments website, displaying event details, a registration form, and sponsor logos to emphasize their crucial support.
- **Event Listings and Promotion:** Engage platforms like Eventbrite, Facebook Events, Fever, Meetup, Eventful, and Yelp Events to ensure extensive exposure.
- **Social Media Engagement:** Leverages organic social media strategies across platforms like Instagram, Facebook, TikTok, & Threads to enhance visibility and foster community interaction.
- **Paid Social Media Campaigns:** Executes targeted paid advertisements on social media to reach a broader audience and drive specific actions, such as registrations or engagement with sponsor-related content.
- **Targeted Email Campaigns:** Execute a series of strategic emails including invitations, reminders, and confirmations, all featuring sponsor logos and tailored offers to enhance registration and anticipation.

## During Event:

- **Live Social Media Coverage:** Utilize Instagram, Facebook, and TikTok for real-time updates, showcasing sponsor contributions and enhancing audience engagement with interactive posts and live streaming.
- **Sponsor Activation Highlights:** Ensure all sponsor-related activities and branding are prominently featured during the event, providing immediate and impactful visibility.

# Marketing & Promotion Plan

## Post-Event

- **Thank You Email:** Send a post-event thank you email to all attendees, including links to event highlights, sponsor acknowledgments, and offers for future engagements. This email serves to extend the gratitude and maintain the connection with attendees.
- **Missed You Email:** Reach out to registered individuals who couldn't attend, sharing what they missed and offering incentives, sponsored by our partners, for future events to maintain interest and engagement.
- **Event Recap and Media Sharing:** Utilize all social platforms to post event recaps, tagged photos, and video highlights, emphasizing the unique experiences created by our sponsors. Integrate a social media giveaway to increase post-event engagement and reward attendees' continued interaction. This strategy not only extends the life of the event content but also boosts sponsor exposure post-event.
- **Attendee Feedback:** Distribute a survey to gather feedback from attendees, providing insights into their engagement and satisfaction. This data helps refine future event strategies and enhance attendee experiences.
- **Sponsor Feedback:** Similarly, solicit feedback from sponsors to assess their return on investment and overall experience. This feedback is crucial for understanding how well the event met their marketing goals and for identifying areas of improvement to ensure mutually beneficial outcomes in future events.
- **Follow-Up Campaigns:** Implement targeted follow-up campaigns to convert attendees into repeat customers, leveraging sponsor offers and insights gained from event data to personalize these efforts.
- **Event Highlight Reel:** Create and share the professional highlight reel of the event that captures key moments and testimonials, which can be used for promotional purposes for future events and by sponsors for their marketing.



# Marketing & Promotion Plan

## **Comprehensive Social Media Engagement:**

- **Extended Interaction:** Continue to engage the audience with post-event content that reflects on the experience, showcases sponsor highlights, and encourages community feedback.
- **Sponsor Appreciation Posts:** Featured dedicated posts thanking sponsors, detailing their contributions, and demonstrating the tangible benefits of their involvement.

## **Integrated Marketing Strategy:**

- **Ongoing Sponsor Visibility:** Ensure that sponsors receive prolonged exposure through post-event content, recap videos, and testimonial features that continue to highlight their integral role.
- **Analytics and Reporting:** Provide sponsors with detailed post-event reports, analyzing engagement metrics, attendee demographics, and overall campaign effectiveness to showcase ROI and guide future participation.

## **Performance Tracking and Optimization:**

- **Continuous Monitoring:** Use analytics tools to track post-event engagement and effectiveness of all marketing activities, adjusting strategies based on performance and sponsor feedback.
- **Long-Term Engagement Plans:** Develop strategies to keep the audience and sponsors engaged until the next event, maintaining a vibrant community and continuous sponsor visibility.



# Connect With Us for Sponsorship Opportunities

## **Interested in partnering with Mone'e Moments for the 'I'm That Girl' Brunch?**

We're excited to collaborate with brands that align with our vision of creating unforgettable experiences. Whether you're looking to customize a package or have questions about our sponsorship opportunities, we're here to help you make an impact.

## **Contact Us**

**Driana Smith Wallace, Founder & Chief Event Architect**

**Phone** 216-253-0296

**Email** [hello@moneemoments.com](mailto:hello@moneemoments.com)

**Website** [www.moneemoments.com/im-that-girl-brunch-sponsors](http://www.moneemoments.com/im-that-girl-brunch-sponsors)

Reach out today to discuss how we can showcase your brand at our event and craft a partnership that celebrates and empowers our attendees. We look forward to creating something spectacular together!