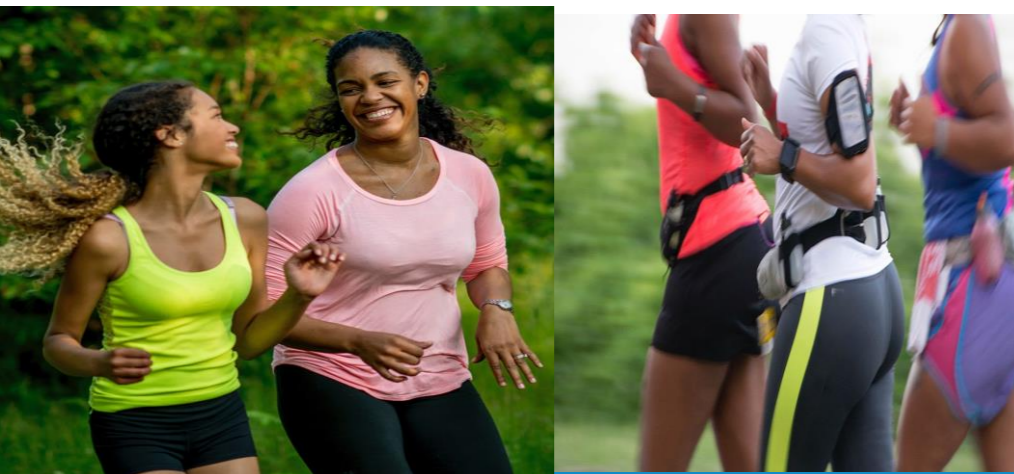




Women of Color Walk 4 Life
 Health, Beauty and Wellness Expo
 A Health Prevention Walk for Women & Girls

This event will welcome more than 4,000 participants, donors, spectators and volunteers locally, who will raise awareness and funds toward prevention, education, and advocacy initiatives. The Beauty-N-Motion 5k Walk/Run gives supporters and sponsors invaluable exposure in local and national African American communities. This is the perfect opportunity to get involved in a truly worthy cause by becoming a Partnering Sponsor of the Beauty-N-Motion; Wellness & Prevention Movement.

Beauty-n-Motion Walk 4 Life is the first ever Collaborative Health Prevention Walk in the U.S. for Women of Color. National, Regional and Local Women Organizations, Sororities, and Health Outreach Groups will work together to raise awareness and funds for each of their programs as well as partner in providing Preventative Health, Education, and Advocacy Initiatives throughout the year as a team. Together we will connect women with the resources in the communities for much needed prevention care and access to care.



2016 Local Partner Opportunities
Atlanta – Nov 5, 2016 HISTORIC FOURTH WARD PARK
TARGET DEMOGRAPHICS
 Primary African American Women * Ages 19-55+
 Secondary 13–18 / All Minority Women

PURCHASING POWER

The African American population is an economic force to be reckoned with controlling nearly \$1.1 trillion in 2015. Black Women continue to be the driving force in the market's growth.

Black women are greatly influenced by their culture and community. Black women are one of the most powerful consumers because they are three times as likely to be the head of the household than any other minority culture.

BRAND STRENGTH

- The Black Beauty Shop is a household name and part of most African American Women's life.
- Black Women visit the Beauty Salon an average of 2.5 times per month
- Loyal to their Salons/Hairstylist and listen to them.
- Share information in the salon settings with stylist and other women.
- Strong loyalty to brands/companies that support their communities.
- Sorority Partners have loyal members that support women health initiatives

MEDIA CAMPAIGN

- The "Beauty-N-Motion" Walk creates unmatched exposure for sponsors including:
- Collateral pieces printed locally and distributed throughout city/market.
- 4,000 t-shirts will be produced locally for walk participants and volunteers.
- 20,000 direct email subscribers receiving branded race information in each market.
- 100,000 plus direct email subscribers receiving branded race information via our Sorority and Women organization partners.
- The Walk is promoted throughout each city and surrounding counties with television spots, metro, news stories and walk day coverage.
- Media coverage extends into radio, print, and online reaching more than 100,000 locally.

CAUSE RELATED MARKETING MAKES SENSE

- Cause Related ads increase perception of shared valued by a factor of 10 and increased by 2x
- Black Women believe that products advertised to them are more relevant to them.
- Most consumers try new brands if their purchase supports a cause they believe in.
- Most consumers would buy a product with a social/or environmental benefit if given the opportunity.



BENEFITS OF INVOLVEMENT

- Receive high visibility before the event and on Race Day.
- Reach an audience of more than 4,000 participants, donors and spectators on one day in each city you support.
- Test market and showcase products
- Build employee morale and company pride
- Retain and increase consumer loyalty.
- Align yourself with women that have buying power and make decisions.



Sheryl Lee Ralph, National Ambassador

Actress/Philanthropist/Author

PROMOTIONS 30- 45 Days

• **Postcards/Posters/Eblast**

• **Radio**

• **Cable TV**

• **Newspaper**

• **Social Media**

Please note that materials are continually updated each week as sponsor participation is confirmed

ATLANTA – NOVEMBER 5, 2016 – HISTORIC FOURTH WARD PARK / 8AM REGISTRATION – 9:30AM WALK

BEAUTY-N-MOTION WALK FOR LIFE

A Prevention Walk for Women & Girls

MAJOR SPONSORSHIPS PER MARKET:

TITLE \$30,000 / MEDIA \$30,000 / PLATINUM \$20,000 / GOLD \$15,000

BRONZE \$10,000/ SILVER \$7,500 / CRYSTAL \$5,000 / SUPPORTER \$2,500

TARGET SPONSORSHIPS: (Each City)

- Main Stage Local Sponsors \$3,500 (limit 4)
- Start/Finish Line Local Sponsor \$3,500 (limit 4)
- Pre-Race Packet Pick-up/Race Day Registration Sponsor \$1,500 (limit 3)
- Pavilion Sponsors: \$5,000 (Red – Blue – Purple – Pink – Beauty & Wellness – Fitness/Nutrition)
- T-Shirt Sponsors: \$2,500 (limit 2 – Special Sleeve Logo)
- Volunteer Tent Sponsor: \$2,500 (limit 2)
- Mile Marker Sponsors: \$750
- Water Stop Sponsors: \$750

IN-KIND SPONSORSHIPS: (Each City)

- **Pre-Race Needs:** Advertising & Media / Printing & Copying / Signage / T-Shirts
- Package Pick-up Locations
- **Race Day Needs:** Food & Beverage / Sound Systems / Rental Services: (Tents, Tables, Chairs, Staging etc.)
- Bottled Water Portable Toilets / Trash Dumpsters / Videographer / Golf Carts(4) / Security

SPECIAL NOTES:

- National Category Exclusivity Sponsorships available
- Sponsorship Level Category Exclusivity available
- Opportunities to create tailored sponsorship packages

To secure your Sponsorship Partner Package or for more information, please contact Black BeautyShop, Inc.

Atlanta – Stevie Flowers @ 404 403.5092 or National Office 310.674.6700 or email us at blackbeautyshop@gmail.com