



Michiana Shop & Greet
Brings to the Expo for Women
Ladies Day Out Celebration

**COCKTAIL PARTY
FOR CHARITY**

COMMUNITY & CHARITY
SPONSORSHIP OPPORTUNITIES

Thursday 🌸 March 2, 2017 🌸 2 pm – 9 pm

Century Center Convention Center, South Bend, IN

➡️ **60+ exhibitors & over 3,000 attendees \$10,000 in prizes** ⬅️

Sponsor Application 🌸 Marketing Opportunities

The Ultimate Ladies Day Celebration is a first-of-its-kind, large scale community event that brings women from all walks of life together in a fun, open environment to discover, shop and support local designers, artists, specialty retailers and area nonprofits.

🌸 Sponsorship Descriptions

Presenting Sponsor

Sponsorship Opportunity | \$10,000

As a Presenting Sponsor, you will receive the highest sponsorship recognition along with the opportunity to speak at the event. Your company name and logo will appear next to the event name and logo. Customized benefits available in to the ones listed in the Benefit Description. .

Gold Sponsor

Sponsorship Opportunity | \$7,000

As a Gold Sponsor, you will receive the premium sponsorship recognition along with the opportunity to speak at the event. Customized benefits available in addition to the ones listed in the Benefit Description.

Silver Sponsor

Sponsorship Opportunity | \$3,000

As a Silver Sponsor, you will receive the premium sponsorship recognition along with the opportunity to speak at the event. See the Benefits Description.

Bronze Sponsor

Sponsorship Opportunity | \$1,000

As a Bronze Sponsor, you will receive the premium sponsorship recognition. See the Benefits Description

Community Sponsor

Sponsorship Opportunity | \$200

As a Community Sponsor, you will receive the community sponsorship recognition. This is an opportunity to be a good community citizen by supporting the Expo for Women event. With this sponsorship you have the opportunity to advertise your products and services inside and outside the event. See benefit description.

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Charity Sponsor

Sponsorship Opportunity | \$200

As a Charity Sponsor, you will receive the charity sponsorship recognition. This is an opportunity for non-profit organizations to receive special recognition for their good works in the community. See benefit description.

Gift Bag Sponsor

Sponsorship Opportunity | \$200 shared | \$500 exclusive

Not only will we distribute your product and gift cards to these ladies who attend the show, your Company Name and Logo will be prominently displayed in the program as well as on our website, as a Gift Bag Sponsor. •Sponsors of the Gift Bag, which will be distributed to the first 200 people who arrive to the event, will be sure their products and gift cards reach their target audience

* Special Event Sponsorship Descriptions

Special Event Sponsor

Sponsorship Opportunity | \$200

The Special Event Sponsorship is for those who are seeking additional recognition by holding a special event inside the Expo for Women Event. Your special event will be advertised as an event during the expo. See the Benefits Description.

Media Sponsor

Sponsorship Opportunity | Customized

The Media Sponsorship is for media outlets, such as television, radio, social media, web-platforms and newspaper companies who are seeking additional community recognition by advertising a special event within the Expo for Women. Customized benefits available.

* Tickets

Ticket Price | \$5.00

Individual tickets will be available at Martin's Supermarkets before the event. Group discount tickets are available. Non-profit organizations and associations special event rates available for those you provide services to.

* Charitable Contributions

During 6 months prior to, during and after the Expo for Women, Ladies Day out Celebration fundraising activities that are designed to raise donations for select non-profit organizations. In addition to aggressive fundraising a percentage of the proceeds will go to selected local charities.

Attendees will treat themselves and their girlfriends to a fabulous day of shopping, food, beverage and product sampling, fashion shows, art, health and wellness demonstrations, rejuvenation services and more. Attendees relax, socialize and enjoy tasty delights or a cash bar, kick off their shoes and watch the hottest looks come down the runway during one of our high end fashion shows, or simply shop and take in the very best products and services Michiana has to offer. This event offers attendees everything they need to renew and energize their minds and bodies in a convenient, relaxing environment while supporting outstanding local businesses.

* **The Expo for Women Healthy. Wealthy. Wise. Ladies Day Out Celebration gives to women for a day and to charities who give back to women for a lifetime.**



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Event Benefits

Event Benefits	Presenting Sponsor 10,000	Gold Sponsor 7,000	Silver Sponsor 3,000	Bronze Sponsor 1,000	Special Event Sponsor 200	Charity Sponsor 200	Community Sponsor 200
Pre-Event Benefits							
Co-Brand on event collateral	x						
Special Recognition on the Expo for Women Event Page	x						
Include in attendee Market Survey							
Logo and highlights on videos (6)		x					
Logo on video presentations			x	x			
Name highlighted on all event press releases	x	x					
Name on all event press releases		x	x	x			
Logo on all media advertising	x	x	x	x			
Logo & highlights on social media advertising (6 months)	x	x					
Logo & highlights on social media advertising		x	x	x			
Logo on email marketing	x	x	x	x	x	x	x
Logo on all print materials	x	x	x	x	x	x	x
Website link from event page	x	x	x	x			
Logo and highlights on video presentations (3)	x	x					
Logo on video presentations			x	x			
Video interview of presenter	x	x					
Video of special event highlights					x	x	x
Mentions on all TV ads	x	x	x		x	x	x
Mentions on all radio ads	x	x		x	x	x	x
Event Benefits							
Speaking opportunity on stage	x						
Logo on event stage banner	x	x	x	x			
Verbal recognition by emcee	x	x					
Logo on all event signage	x	x	x	x			
Promotional opportunity for first 150 attendees	x	x	x				
Special event marketing					x	x	x
Post-Event Benefits							
Customized social media posting 6 months following the event	x	x					
Mentions on social media 12 months following	x						
Mentions on social media 6 months following	x	x					
Mentions on social media 3 months following			x				
Recognition photos of the event	x	x	x	x			
Provided a contact list of attendees (upon request)	x	x					
Provided a list of exhibitors	x	x	x	x	x	x	x

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The Expo for Women mission is to help women from all walks of life to be healthy, wealthy and wise. To rebuild, rejuvenate, educate and empower women in our community to improve their quality of life. On the day of the event we take care of women for a day; our long term goal is to connect women to services, programs and organizations who will empower women for a life time where ever their life's journey takes them.

*** Sponsor Registration Form**

Please complete the information below and mail payment to the address provided.

Check here if you would like booth spaces included in your sponsor package.

Company Name _____

Contact Name _____

Address _____ City _____ State _____ Zip _____

Phone (____) _____ Email _____

Sponsorship Level _____

\$10,000 Presenting Sponsor	\$1,000 Bronze Sponsor	\$200 Special Event Sponsor
\$7,000 Gold Sponsor	\$200 Community Sponsor	Media Special Event Sponsor (customized benefits)
\$3,000 Silver Sponsor	\$200 Charity Sponsor	\$200 / \$500 Gift Bag Sponsor

Circle Payment Plan: Credit Card Check Bill me, please

Make check payable to: C2 Your Health LLC

Please return to: C2 Your Health LLC 19009 Layden South Bend, IN 46637 or fax to 574-273-1145
 To hold your sponsorship fax to 574-273-1145 or contact Cindy Cohen, Expo for Women
www.ExpoForWomenSouthBend.org

** As soon as we receive your application and payment advertising will begin.

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