



Thank you for your interest and support of the 27th Annual Expo for Women.

The 27th Annual Expo for Women has been on a mission to help women from all walks of life to be healthy, wealthy and wise; and to rebuild, rejuvenate, educate and empower women in our community to improve their quality of life. The Expo for Women is locally operated by women in our community and is managed by C2 Your Health LLC, a locally woman-owned business.

The Expo for Women is a first-of-its-kind, large scale local 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. 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. The social impact of the Expo for Women is in improved quality of life for women and families in our community along with increased utilization of community social programs

As described in the attached market report, over the 26 years this event's proceeds have supported many local and national charitable foundations that support women for a lifetime in our community.

You might like to know...

- ✿ The primary goal of this event is to connect women with mental, physical and spiritual health and wellness products and services to improve the quality of their life. This event is self-funded and the non-profit services presented and showcased are directly connected to the funds raised. Our community sponsor partners not only are able to promote their programs to the Michiana area they are supporting our community by facilitating through the expo connecting women in all walks of life improve their quality of life for themselves and their families. The show promotion is focused on the event; however, our sponsoring partners are promoted for the following 12 months on social media channels. The benefits to our show sponsors partners are many, including increasing their visibility, their community involvement and good citizenship in demonstrating support of women betterment causes.
- ✿ Community giving is a well-established practice of the Expo for Women event. Over the past 26 years of the Expo for Women the funds raised go directly back to support the local economy as well as non-profits. During this daylong event, stay at home moms, working women, professional women, daughters, sisters, grandmothers and girlfriends will engage in activities that help to learn, grow, connect and assist in self-empowerment and self-improvement. This expo event supports our community's small business and non-profits providing a platform to showcase solutions to improve the quality of their life, their family and our community. The attendance to the event varies from year to year with the highest being 4,888. With our social media channels and partner associations that number can be another 6,000 over the year.
- ✿ When possible the non-profit organizations who participate at the event do so at no charge and benefit 100% from their efforts. The charities that are supported vary from year to year. (See attached report). Depending on community sponsor donations approximately 30% of the event proceeds go to community giving either by direct contribution and/or free exhibit space donation. This year 100% of the proceeds from the Cocktail Party for Charity and Auction with net proceeds equally divided between Hello Gorgeous of Hope LLC and Dismas of Michiana. 10% of door proceeds will be donated to The Juice Plus+ Foundation. Booth spaces are also donated based on need and availability.

✿ The 2017 Expo for Women levels of partner sponsorships and donations have been extended to become more inclusive improving the opportunities for local business to become active in the event. Companies, organizations, and associations take advantage of the package that best benefits them and demonstrates good citizenship. For each level the sponsor receives paid advertisement in connection with the event.

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

In 2016 all media channels are utilized TV (ABC 57 News), Radio (B100 Country), Social Media Channels (Facebook, Twitter, Pinterest, Instagram, YouTube.com etc.) Email marketing (12,000 impressions), Internet advertising (10,000 impressions) magazine advertisements and print with their name and logo. Plus at the show event we promote sponsors via stage promotion, posters, and listing in the event program. (See attached report for specifics)

We are looking forward to a great community event to rebuild, rejuvenate, educate and empower women in our local community to improve their quality of life. Thank you for considering being a part of the 2017 Expo For Women.

Sincerely,

Cindy Cohen RN

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