

City Girl Beauty Project
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E: info@citygirlbeautyproject.org
W: www.citygirlbeautyproject.org
W: www.givingisglamorous.org



During the next **90 seconds** that it will take you to read this page, within the U.S alone, there will be approximately (6) woman or young girls domestically abused; and 2,500 will fall prey to human trafficking by the time you finish this letter. Astonishing isn't it?

Dear supporter:

It is our honor, to request/accommodate your brand as an official sponsor for our 3rd annual "Giving Is Glamorous fundraiser to be held on Thursday June 12th, 2014.

The mission of City Girl Beauty Project is to empower and impact the lives of young girls and women (ages 18 - 30) who struggle with uncertainty and low self-worth as they transition back into life after domestic violence and human trafficking. .

Why we need your help?

City Girl Beauty Project needs your help to raise funds for the organization's core program; The Heroic Beauty Workshop-a free workshop for selected young women (ages 18 – 30) who are survivors of domestic violence and human trafficking.

The Heroic Beauty Workshop program empowers and teaches young girls and women survivors of domestic violence and human trafficking, how to step regain control of their lives and transform into leaders; by using the power of colors, beauty, makeup artistry and self-empowerment tools to transform their lives.

Your help and participation as a sponsor will help to ensure a successful event, attract and engage our target market within the philanthropic, entertainment, beauty and fashion industries; and most important, make a difference among young women who are survivors of domestic violence and human trafficking.

Your support will certainly make this mission "**possible.**"

The event will be hosted by Miss New York City Kira Kazantsev; at Top of the Garden Event Loft in New York, NY at approximately 6:30pm – 9:45pm.

Please see sponsorship opportunities with suggested donation, and privileges below.

Event Demographics:

Sex: 90% Females, 10% Male | **Ages:** 25 – 40 | **Race:** 43% Caucasian, 46% African American, and 11% other | **Income:** 50 – 175 K

Past Title Sponsors: Bidtech Event Technology, Lexington Plastic Surgeons, Estee Lauder Cosmetics

Thanks in advance for your support.

Sincerely,
City Girl Beauty Project Team

Benefactor VIP Pass - \$250

The purchase of a Benefactor VIP Ticket helps to support and secure space for our "Heroic Beauty Project Program," so that we can continue to empower young women (ages 18 – 30) who are survivors of domestic violence and human trafficking.

Event Privileges:

- VIP tickets for a party of (4)
- Cocktails & hors d'oeuvres
- VIP Swag Bag
- Full makeup at "Giving is Glamorous" beauty bar (optional)
- Red carpet photo op

((Deadline to submit your commitment form to participate is 6/10/2014)

Gift Bag Sponsorship - \$400 (suggested donation)

Sponsor event gift bags and attend as a VIP guest. **(5 opportunities left)**
"Gift Bag Sponsor courtesy of your company name."

Event Privilege

- (4) Complimentary VIP tickets with preferred seating
- Sponsorship recognition in post-event press release
- Logo on event Step & Repeat
- Recognition on sponsor page on event website
- Red carpet photo and press op
- Company products in event gift bags.(150 pieces required)

((Deadline to submit your commitment form to participate is 6/01/2014)

Beauty Bar Contributor - \$1050

(2 Placements Remaining)

Perfect for companies who want to gain press and exposure for their beauty products.

During the event the City Girl beauty Project makeup team (courtesy of ADC Studio) will provide complimentary make-overs to VIP and special guests. The beauty bar requires make-up items, and nail polish etc. As the "Beauty Bar Contributor" your company brand will be used and displayed at the beauty bar.

Privileges: Branding, Marketing, Press & PR

(PR, Branding, Onsite Presence)

- (2) Complimentary VIP ticket w/preferred seating
- Beauty Bar Supported by "YOUR COMPANY NAME."
- Onsite recognition (product display)
- Recognition on sponsor page on event website www.givingisglamorous.org
- VIP & Red Carpet Photo Opportunity
- Company products in all Gift Bags including **attendee** gift bags and general gift bags (150 pieces)

Deadline for Submission (if submitted by 5/28/2014)

Beauty Bar Sponsor - \$2,500

(1 Placement Remaining – Only (2) non-competing products allowed)

Gain press, exposure and product placement.

During the event the City Girl Beauty Project makeup team (courtesy of ADC Studio) will provide complimentary make-overs to VIP, celebs, media and special guests. The beauty bar requires make-up items and nail polish etc. As the "Beauty Bar Sponsor" your company brand will be used for the beauty bar and event signage will state: "Beauty Bar Compliments of "YOUR COMPANY NAME."

Privileges: Branding, Marketing, Press & PR

(Product Exclusivity, PR, Branding, Promotion, Onsite Presence)

- (6) Complimentary VIP ticket
- "Beauty Bar Sponsored by "YOUR COMPANY NAME" on event signage
- Logo on event signage including Step & Repeat
- Press photo op and interview
- Onsite recognition (product display) at "Beauty Bar"
- Recognition on sponsor page on event website www.givingisglamorous.org and www.citygirlbeautyproject.org
- Company products in all gift bags including **VIP/Ambassador / Celebrity/Press** gift bags and general gift bags (150 pieces)
- Company mention in pre-event and post-event media alert and press release.

Deadline for Submission (if submitted by 4/15/2014)

Product Presenter & Demo - \$3,250

(2 Placements Remaining - Only (2) non-competing brands/products allowed)

Major Exposure: Perfect for companies who want major press, exposure and exclusivity on-site.

During the "Giving is Glamorous" Gala you will have the opportunity to gain major exposure front and center of this well attended event. Your product demo will be filmed and included in our post event promo.

Privileges: Branding, Marketing, Press & PR

(Product Exclusivity, PR, Branding, Promotion, Onsite Presence)

- All privileges included in the "Beauty Bar Sponsor Package"
- (10) Complimentary VIP tickets
- Your company signage and display on site
- Presentation and demo of your products and services on site (filmed)
- Media & Press Interview
- (5) minute pitch and intro about your brand to audience
- Invitation to Spring Beauty Board member meeting/luncheon

((Deadline to submit your commitment form to participate is 5/28/2014))

Contributing Partner – Value Based

This package is perfect for you, if you would like to polish your company's image by partnering with City Girl Beauty Project.

For Example: City Girl Beauty Project in Partnership with "Your Brand"

Requirements to participate (you must cover the cost of (1) or more items listed below)

- Cover the cost of event space
- Cover the course of food and beverage (catering)
- Cover the cost of performer
- Cover the cost of décor or furnishings

Optional: cover 25% of total event budget and just show up.

Contributor Privileges: Branding, Marketing, Press & PR

(Product Exclusivity, PR, Branding, Promotion, Onsite Presence)

- All privileges included in the "Product Presenter Package"

Website and Electronic Communications

- Branding on www.citygirlbeautyproject.org and www.givingisglamorous website
- Logo on event cards, invitations and posters

Onsite

- Media & Press Interview
- Logo on signage and banners
- Company featured

Day-of-Event

- (10) Complimentary VIP Tickets
- Red carpet photo opportunity
- Press Interview
- (5) minute product pitch
- Company mention in event program

Year-round Benefits

- Year-round recognition at City Girl Beauty Project's receptions, luncheons and events for supporters and donors

((Deadline to submit your commitment to participate is by 5/28/2014)

Please call 347-683-6626 with any questions or concerns.

Catalyst Partner - \$5,500 | Gift of Hope

This package is perfect for imaging, branding and publicity year-round.

Partner Privileges: Branding, Marketing, Press & PR

(Product Exclusivity, PR, Branding, Promotion, Onsite Presence)

Sponsorship Recognition for (6) Months

- Same benefits as listed in the "Contributing Partner" package

Onsite Visibility & Presence

- Company acknowledged during event program
- Program presenter opportunity
- Demonstration of product or services
- Logo on Backdrop, Event signage and banners

Product Placement

- Company branding on guest tables
- Company brand and products displayed throughout event space

Press, Media, and Print Advertising

- Logo in all print advertisements
- Logo on event invite and signage

Website and Electronic Communication

- Company logo on www.citygirlbeautyproject.org and www.givingisglamorous.org
- Email marketing weekly newsletters
- Recognition on City Girl Beauty Project's Facebook page
- Tweet and recognition on CGBPs Twitter page

Additional Benefits

- Year-round recognition at City Girl Beauty Project's (CGBP) other receptions, luncheons and events for supporters and donors
- Opportunity for Sponsor's [employees](#) to participate in CGBP programs
- Rights to use City Girl Beauty Project's logo for one year for approved marketing purposes

((Deadline to submit your commitment to participate is by 5/28

Have questions? email pr@citygirlbeautyproject.org or call Amore at 347-683-6626

Title Partner – \$15,000 | Heart of Gold Sponsor

Highest level of partnership: This package is perfect for imaging, branding and publicity year-round.

Sponsorship Recognition for (1) Year with "event buy-out option."

The Launch & Fundraiser of City Girl Beauty Project - Presented by (Your Company Name)

Partner Privileges: Branding, Marketing, Press & PR

(Product Exclusivity, PR, Branding, Promotion, Onsite Presence)

- Includes same benefits as listed in the "Catalyst Partner" package
- Industry Exclusivity/ **Buyout Option**
- Acknowledgement as City Girl Beauty Project's "Heroic Beauty Workshop" Sponsor for one year

Onsite Visibility & Presence Recognition

- Complimentary VIP Admission for (20) guests
- Signage on all guest tables including VIP area, green-room and press area
- Table for Sponsor to promote and distribute company materials
- Recognition during stage program
- Opportunity for Presenting Sponsor CEO or designee to address event attendees during stage program

International & Local Brand Recognition: Publicity, Press, Media

- Listing as *The Presenting Partner* with company name and/or logo on all event marketing collateral including event program, invitation, event one-sheet, gift bags
- Logo in all print advertisements
- Logo on all event cards, invitations and posters

Website and Electronic Communications

- Logo on City Girl Beauty Projects e-newsletter stationery to 2,200 mailing list for entire year
- Logo on www.citygirlbeautyproject.org, City Girl Beauty Project's website
- Feature article in City Girl beauty Project monthly "Giving Is Glamorous" e-newsletters to mailing list.
- Recognition on City Girl Beauty's Facebook page
- Tweet and recognition on City Girl Beauty Project's Twitter page

Additional Year-round Benefits

- Year-round recognition at City Girl Beauty Project's Luncheon other receptions and events for supporters
- Opportunity for sponsor's employees to participate in City Girl Beauty Project's programs and workshops

- Rights to use City Girl Beauty Project's logo for one year for approved marketing purposes
- First opportunity to renew Presenting Partnership for 2015

Hospitality

- Room & Hotel for the day of the event
- Car Service Pick up (to and from the event)
- Beauty & Hair Services (if needed)
- Personal assistant on day of the event.

((Deadline to submit your commitment to participate is by 5/28/2014

Have questions? Email pr@citygirlbeautyproject.org or call Amore at 347-683-6626

SPONSORSHIP FORM

Sponsoring Company Contact Information

Please **print and fill out the info below** and, select sponsorship amount, submit payment. Once payment is received you will receive event sponsorship participation agreement.

Organization Name: _____

Main Contact Person: _____

Phone: _____

Email: _____

Billing Address: _____

Sponsorship Levels

Monetary Donations Amount \$ _____

Sponsorship Level:

\$250 ___ Benefactor Ticket | \$1050 ___ Beauty Bar Contributor | \$2500 ___ Beauty Bar Sponsor |
\$3250 ___ Contributing Partner | \$5500 ___ Catalyst Partner | \$15,000 ___ Title Sponsor

PAYMENT DETAILS & OPTIONS

Check Enclosed Please send PayPal/electronic invoice Bill cc below

Credit Card # _____ Card: Type _____

Exp. Date _____ Code on back _____

Please return this form via fax to 800-763-1342 or via mail to: info@citygirlbeautyproject.org

All Checks Payable to (City Girl Beauty Project) ONLY

Mail check to: 543 Bedford Ave, PMB 179, and Brooklyn, New York 11211

DELIVERY: All DONATION Items should be sent or delivered to Amore at Apples & Oranges Public Relations, 373 Park Avenue South, 6th Floor, NYC 10016

City Girl Beauty Project Authorized Representative:

Signature: _____ **Date:** _____

Contact Phone: Amore (347-683-6626) or 888-371-4718 / Fax 800-763-1342

Sponsor Information:

Company name: _____ **Company Representative:** _____ **Date:** _____

Visit City Girl Beauty Project:
www.citygirlbeautyproject.org

Get the Scope on the Launch of City Girl Beauty Project

www.givingisglamorous.org

Upcoming Events:

June 12th, 2014

www.givingisglamorous.org

Board Meetings:

Beauty & Spring Brunch

Date: 2015

Workshops:

Heroic Beauty Workshop

Date: September 2014

Email:

General info: info@citygirlbeautyproject.org

PR/Media: pr@citygirlbeautyproject.org

Event Planning: info@applesandorangespr.com

Call Us: 888.371.4718 | **Direct Contact:** Amore: 347-683-6626

Send Mail: (all monetary and cash donations)

City Girl Beauty Project

C/O Andrea D. Charles

543 Bedford Avenue, PMB 179, Brooklyn, NY 11211

Send Auction Items & Donations:

Attn: Amore

Apples & Oranges Public Relations

373 Park Avenue South, 6th Floor

New York NY, 10016