

# Sponsorship Opportunities



Unleash  You

2019







# Unleash You

## An Evening Event For Women

Real Conversations, Real Inspiration, Real Success



October 22nd, 2019, 7 pm  
Clinton Inn, Tenaflly



# Unleash You, evening's objectives

## **Purpose of evening**

- Provide an opportunity for busy, highly motivated and effective women to network, learn, connect and shop.
- We will address the importance of taking action, breaking the isolation, connecting and sustaining growth mindset to achieving success, and thriving in business and life.
- Our job, during the event is to discuss how women can unleash their powers by connecting, building relationship and using transitional periods to advance growth and success.

## **Secondary purpose**

- Showcase local women-owned businesses who created companies and jobs and support them by offering sponsorship opportunities.
- We will exhibit companies who value the roles of women in business and communities, and who are committed to promote the conversation and create new opportunities for women in of all walks of life.





**“Ally is super inspirational and real and her events are what every woman needs” ~Jean Terman, Best of Bergen Winner**

<http://www.jeantermanphotography.com>

**“Ally is the modern counterpart of a Renaissance woman. She is the human equivalent of a Swiss army knife” ~ Anthony J. Cavo MD, Author of Yesterday’s Bride and Yesterday’s Child**

**“I cannot thank you enough - I don't really know how but to say THANK YOU. I wouldn't be where I am tonight without you.”**

**~Viviana Valentino, Author of Nothing Could Stop the Wizard**







# Unleash Your value proposition

## Purpose of evening

- Reach 100+ intelligent, decision making women who are at the peak of their careers.
- Women are coming together to find solutions for their personal lives, their health, their families and their work. Adding your company name to an event like this, and possibly a series of events, is incredibly powerful.
- These women are knowledgeable, successful and smart. They expect the best in health care, products, services and in customer care.
- Women are responsible for 85% of brand purchases. According to SheMarket, women are responsible for:
  - 80% Healthcare
  - 89% Bank Accounts
  - 93% Food
  - 93 % OTC Pharmaceuticals
  - 58% of Total Online Spending

\*Source: Greenfield Online for Arnold's

<http://she-conomy.com/report/marketing-to-women-quick-facts>



# Unleash You Marketing strategy

## Target Demographic:

- Success oriented women, ages 35-65. This includes small business owners, moms, entrepreneurs and those climbing the corporate ladder.

## Marketing plan:

- Work with corporate and small businesses who value their female employees to promote taking initiative, thinking big and executing on ideas. The evening will be spent focusing on building relationships, turning disadvantages into advantages and overcoming barriers.
- Solicit local blogs and Facebook groups outreach.
- Leverage the network and online followers of each panelist, exhibitor and speaker.
- Offer low, easily affordable ticket price, \$30-\$45
- Engage local press to cover the event before, during and after.





## Host and presenter



Ally Nathaniel is the main presenter for the Unleash You Evening Event. Ally is a #1 best-selling author, speaker, mentor and entrepreneur.

In her business, Ally helps women raise their voice and become leaders in their field by publishing a book. Her background in business management and psychology allows her clients to unleash their powers and change the world.

Ally speaks around the nation and delivers workshop and events to bring women together and make an impact. She's the founder of AN Better Publishing and the creator of the Emotional Business IQ™.



# Ally in the Media

FEATURED ON



**BuzzFeed**



**examiner.com**







## Examples Past Sponsors

**BEST  
PLANNER EVER**  
• BY JENNIFER DAWN •

*Alona Cohen*  
PHOTOGRAPHY

**Question Everything  
Productions**

*Accessible Style*  
  
personal styling by **neepa sikdar**



**C Y C L E B A R**  
PREMIUM INDOOR CYCLING™

# *Sponsorship Opportunities*



## **Total Empowerment**

**\$1699 (Only 1 spot available)**

- Your logo on the step and repeat.
- The keynote speaker will mention your company.
- Your logo on the event's promotional materials.
- Free 5 tickets.
- A table at the vendors' exhibition.
- Your promotional materials inside gift bags.



# *Sponsorship Opportunities*



## **Unleash Your Brand**

**\$499 (Only 2 spots available)**

- Your logo on event's promotional material.
- Free 2 tickets
- A table at the vendors' exhibition
- Your promotional materials inside the gift bags

# *Sponsorship Opportunities*



## **Connection Power**

**\$149 (Only 6 spots available)**

- A table at the vendors' exhibition
- Your promotional materials inside the gift bags





# Unleash You

