Bad Girl Basics Presents

CORPORATE SPONSORSHIP PROPOSAL

Supporting Partners

About Bad Girl Basics

Bad Girl Basics is an online platform committed to educating the next generation of female business leaders in Atlanta. Our business workshops/networking events are designed to leave a lasting impact on our attendees and their organizations. We bring together the best speakers and their research to help entrepreneurs to address their business challenges and dramatically improve their businesses performance.

At Magical Meetups, guests will hear from some of Atlanta top business thinkers that continue to advance entrepreneurial technology and to help businesses transform their ideas into products and bring those products to market. If you are looking for a learning opportunity for yourself or for a small team of executives, you are at the right place.

Overview

Bad Girl Basics invites prospective partners to participate in promoting and enjoying the benefits of being a supporting partner of Magical Meetups. This monthly event will be conducted by entrepreneur Lee Campbell. As the host and workshop leader, Lee, has almost a decade of experience leading the Sales and Marketing initiatives of several organizations currently listed on the Fortune 500. With an extensive background in Insurance sales and a formal education in the Arts, Lee possess a unique capability to blend technical abilities, communication skills and brilliant innovation. Within her own organization, Bad Girl Basics, as a consultant and teacher of effective business practices, Lee has continuously assisted managers in achieving and sustaining rapid business growth.

We anticipate that the Magical Meetups networking series will be an important and very valuable step in the future success of female led companies, particularly as they emerge on the national stage.

WHY SPONSOR

Business sponsorship is a major source of funding for many events as more and more companies have discovered this to be a powerful marketing tool. Building and strengthening your company’s brand through effective visibility is one of the key essentials in business strategy. To be effective, sponsorship of any event must serve the interest of four constituent groups:

- It must serve the business interest of the sponsoring company
- It must serve the best interests of the event and its participants
- It must have a positive impact upon the sponsor's direct consumers
- It must benefit the consumers who use the products or services

Keeping in mind the above points we have laid down our efforts towards achieving the same:

Marketing and Media Campaign: The thrust of every business is the amount of awareness it has in the market. The following plan will provide maximum visibility for your company in the promotion of the event.

Online Media: The event Ads will be displayed on our online Media partner website for a period of one month prior to the event. Advertisements will also be carried out on some targeted third party websites.

Search Engine Marketing: Gaining maximum amount of hits and visibility through tie ups and advertisements with the search engines

E-mail marketing: Weekly mailing campaigns to our target audiences internally and through our tie up with nationwide business associations

AUDIENCE & POTENTIAL NEEDS

- Female
- 34-65 Years Old
- Has Their own businesses While Also Maintaining Corporate Positions
- Married
- Homeowner's
- College Educated
- Values continued education
- Seeks networking opportunities
- > $60,000.00 Household Incomes

Mark Option: As a potential sponsor, we feel that you know what marketing avenues are the most beneficial for your company and therefore we are open to creating a custom package for you based on your needs.

For your convenience however, we have created three different typical levels of sponsorships that may be useful.

PLATINUM SPONSORSHIP – $500

(Maximum of One Platinum Sponsor)
This includes the following:

- ✓ Company name in event title
- ✓ Company Banner Displayed at Event
- ✓ Company Table at Event
- ✓ 15 Minute Company Pitch and demonstration
- ✓ Full-Color Logo on Event Signage
- ✓ Sole podium branding
- ✓ Reserved Seating
- ✓ Company profile and link on Event Site in the Sponsor section
- ✓ Branding space on the event newsletters
- ✓ Access to Database of all Attendees
- ✓ Company Marketing Placed in Attendee's Gift bags
- ✓ Social Media Promotion
- ✓ Company Mention in Thank You Email

GOLD SPONSORSHIP – $300
(Maximum of four Gold sponsors)
This includes the following:

- ✓ Company Table at Event
- ✓ 5-minute Company Pitch
- ✓ Full-Color Logo on Event Signage
- ✓ Reserved Seating
- ✓ Company profile and link on Event Site in the Sponsor section
- ✓ Branding space on the event newsletters
- ✓ Access to Database of all Attendees
- ✓ Company Marketing Placed in Attendee's Gift bags
- ✓ Social Media Promotion
- ✓ Company Mention in Thank You Email

Bronze SPONSORSHIP – $150
(Unlimited Sponsors)

- ✓ Full-Color Logo on Event Signage
- ✓ Reserved Seating
- ✓ Company profile and link on Event Site in the Sponsor section
- ✓ Branding space on the event newsletters
- ✓ Access to Database of all Attendees
- ✓ Company Marketing Placed in Attendee's Gift bags
- ✓ Social Media Promotion
- ✓ Company Mention in Thank You Email

Where Do Your Sponsorship Dollars Actually Go?

Expense	**Cost Per Event**
Venue	**Per Event**
Facility Rental	$250
Equipment Rental	$100
Signage	$100
Decorations	$100
Refreshments	
Food	$100
Drink	$100
Other (Plates, Napkins, Cups)	$50
Program	
Presenters	$300
Staff	$200
Promotion	
Paid Advertising	$100
Special Offers/Giveaways	$100
Social Media/Email Campaigns	$100
Misc.	
Gift Bag	$100
Printed Materials	$100
Misc.	$100
Totals	**= $2000**

Bad Girl Basics looks forward to working with you in promoting an educational enterprise among female business leaders in Atlanta.

Thank you for your interest in working with us!