

PROPOSAL

SPONSORSHIP

*2ND WEALTH, HEALTH, &
SELF-CARE EXPO*

Prepared For :

Corporate | Small Businesses

WASHINGTON EVENTS LLC.

33 N. Saginaw St.
Pontiac, MI. 48342

WASHINGTONEVENTSLLC.COM



ABOUT WASHINGTON EVENTS



Photo:
1st Wealth, Health, & Self Care
Conference
THURSDAY, OCTOBER 13, 2022
c/o Washington Event

IT'S ALL IN THE DETAILS

Washington Events is your trusted partner in professional event planning. As specialists in corporate gatherings, conferences, and special events, we bring efficiency, expertise, and innovation to every occasion.

OUR MISSION

At Washington Events, our mission is clear: to create exceptional experiences that drive success. We understand that corporate events play a pivotal role in achieving organizational goals. Whether it's fostering connections, launching new initiatives, or celebrating achievements, we're committed to making each event memorable and impactful.


WHO WE ARE!

WHAT SETS US APART?

- **Experience:** With a track record dating back to 2013, we've honed our skills in managing diverse events. Our seasoned team brings creativity, attention to detail, and a results-driven mindset to every project.
- **Comprehensive Services:** From conceptualization to execution, we handle it all. Our services encompass event planning, logistics, marketing, and post-event analysis. You can trust us to seamlessly manage every aspect, allowing you to focus on your core business.
- **Community Engagement:** We believe in giving back. Washington Events actively participates in community initiatives, supporting local causes and nurturing the development of inner-city youth. When you partner with us, you're contributing to positive change.
- **Fundraising Excellence:** Our success stories include impactful fundraising campaigns. We know how to create compelling concepts, engage donors, and maximize contributions. Let us help you achieve your fundraising goals.

LET'S COLLABORATE

Whether you're hosting a high-profile conference, a corporate retreat, or a wellness-focused event, Washington Events is here to elevate your vision. Let's create moments that matter.



2024 WEALTH, HEALTH, & SELF-CARE EXPO FINE TUNING

TAKING THE APPROACH TO TRANSFER LEARNING INTO ACTION AND NEW EXPERIENCES

THURSDAY, OCT. 17TH

@ SILVER GARDEN EVENTS CENTER

24350 SOUTHFIELD ROAD
SOUTHFIELD, MI 48075

EVENT OVERVIEW:

Join us at the [2nd Wealth, Health, & Self-Care Expo 2024](#), an annual event designed to empower individuals with the knowledge and tools they need to thrive in all aspects of life—financially, mentally, and resourcefully. This transformative event attracts a diverse audience, offering a unique platform for sponsors to gain visibility, engage with potential customers, and showcase their leadership in these essential sectors. Part of the proceeds from the event will be donated to a local charity, furthering our commitment to giving back to the community.



WHY PARTNER WITH US:

In today's fast-paced world, financial stress, mental health challenges, and the need for effective self-care are at an all-time high. By partnering with the 2nd Wealth, Health, & Self-Care Expo 2024, your business can directly contribute to addressing these critical issues through education and empowerment, positioning your brand as a leader in improving lives and well-being.

2024 WEALTH, HEALTH, & SELF-CARE EXPO FINE TUNING

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BENEFITS OF PARTNERSHIP:

- **Enhance Consumer Trust and Loyalty:**
 - Participating in an event focused on improving financial literacy, mental health, and self-care demonstrates your business's commitment to the well-being of individuals and communities, strengthening trust and fostering long-term loyalty among current and prospective clients.
- **Showcase Your Solutions:**
 - Use this platform to present your innovative products, services, and solutions designed to help individuals manage their finances, mental health, and overall wellness more effectively, especially in challenging times. Highlight how your offerings can make a positive impact on a receptive audience.
- **Educate and Empower:**
 - Host conversations, Q&A sessions, or demonstrations that help attendees grasp complex concepts related to financial planning, mental health, and self-care. Educating the public not only enhances individual well-being but also fosters a more informed and engaged customer base.
- **Corporate Social Responsibility (CSR):**
 - Aligning with this Expo amplifies your CSR initiatives, showcasing your company's efforts in tackling significant societal issues. This alignment can enhance your brand's reputation and visibility, setting you apart from competitors.
- **Networking with Impact:**
 - Connect with other leaders, innovators, and potential collaborators across various industries. This networking can lead to new business opportunities and collaborations, helping you reach new markets and demographics.
- **Data and Insights:**
 - Gain valuable insights into the behaviors, preferences, and needs of a diverse audience. Understanding the challenges related to financial stress, mental health, and self-care can inform future product development and marketing strategies.



WHY YOUR SUPPORT IS NEEDED

Participating in the 2nd Wealth, Health, & Self-Care Expo 2024 offers a strategic opportunity for your business to enhance its brand, extend its market reach, and play a crucial role in societal improvement. Together, we can turn knowledge into action, fostering a healthier, more empowered community.

Join us to make a meaningful impact and position your brand at the forefront of wellness, financial literacy, and mental health.

WHY SPONSOR?

- **Reach a Targeted Audience:** Connect directly with individuals eager to improve their financial well-being, mental health, and personal growth.
- **Enhance Brand Visibility:** Increase your brand's exposure through various high-impact promotional opportunities before, during, and after the Expo.
- **Network with Industry Leaders:** Meet experts and leaders from the finance, healthcare, wellness, and technology sectors.
- **Support Community Initiatives:** Contribute to initiatives that support mental health and wellness, emphasizing your brand's commitment to societal well-being.

Date and Venue:

- **Date:** October 17th, 2024
- **Time:** 5:30 pm - 9:00 pm
- **Venue:** Silver Garden Events Center, 24350 Southfield Road, Southfield, MI 48075
- **Tickets:** Available for purchase on our website

Who Should Sponsor?

- Financial Institutions
- Healthcare Providers
- Wellness Product Companies
- Mental Health Organizations
- Corporate Wellness Programs
- Technology Firms in Health and Finance



WHY YOUR SUPPORT IS NEEDED

Sponsorship Proposal for the 2024 Wealth, Health, & Self-Care Expo

Dear Potential Sponsor,

I hope this proposal finds you well. We are thrilled to present you with the opportunity to become a distinguished sponsor at our upcoming event, the 2nd Signature [Wealth, Health, & Self-Care Expo](#), scheduled for Thursday, October 17, 2024, at the Silver Garden Events Center in Southfield, Michigan.

Event Background:

Our inaugural event in 2022 was a resounding success, featuring insights from notable figures such as the legendary [Talib Kweli](#). This year, we are committed to not only matching but exceeding the precedent set by enhancing our discussions around Mental Health Resources, Financial Literacy, and the Importance of Self-Care.

2024 Expo Theme:

The theme for this year's expo is "[Fine Tuning | Taking the Approach to Transfer Learning into Action and New Experiences](#)." We are excited to feature a celebrity guest as our Keynote Speaker, promising to draw significant attendance and media coverage.

Event Details:

The expo will commence with a special [VIP networking hour starting at 4:30 PM](#), followed by the main event from 5:30 PM to 9:00 PM. As a sponsor, your brand will be prominently featured throughout the event, aligning it with an initiative dedicated to fostering a community of learning, action, and advocacy.

Sponsorship Benefits:

Your involvement as a sponsor will significantly amplify the visibility and impact of both the event and your brand. [This partnership offers the following benefits:](#)

- **High Visibility:** Through event marketing materials, media campaigns, and onsite branding.
- **Engagement Opportunities:** Connect with community leaders, influencers, and a diverse audience eager to improve their financial well-being, mental health, and self-care practices.
- **Recognition:** Be recognized as a key contributor to community enrichment and advocacy initiatives.

Call to Action:

We would be honored to have your company join us as a key partner for this transformative event. Please confirm your interest in this sponsorship opportunity by [September 30, 2024](#). For more detailed information on sponsorship levels and associated benefits, or to discuss your participation further, feel free to contact [Amyia Malloy at 248-812-0067](#) or via email at contact@washingtoneventsllc.com.

Additionally, part of the event's proceeds will be donated to a local charity, furthering our shared commitment to making a positive impact on the community.

We believe this event presents a unique opportunity for your brand to gain substantial exposure while contributing to the well-being of individuals and communities. We would be honored to have you join us as a sponsor for this meaningful event.

Thank you for considering this proposal. We look forward to the possibility of collaborating with you to make the [2nd Signature Wealth, Health, & Self-Care Expo](#) a success.

Warm regards,

Willetrea J. Washington

Certified Special Events Manager, (CSEM)

Phone: (248) 812-0067 | Email: admin@washingtoneventsllc.com

www.washingtoneventsllc.com



SPONSORSHIP & ADVERTISING LEVELS

CORPORATE SPONSORSHIPS CAN BE CUSTOMIZED TO ALIGN WITH AND SUPPORT THE B2B ROUNDTABLE MEMBERSHIP.

CORPORATE SPONSORSHIPS INCLUDE RSTE'S – RACE SPEED TRACK EXPERIENCES

Team build with colleagues while Riding Shotgun, participant gets to feel two (2) full speed laps around Champion Motor Speedway with a Pro driver – Includes Pro-Driver and M1 Concourse Performance Fleet Vehicle. Enjoy an exclusive [VIP Networking Hour](#) before the start of the event, meet & greet with Keynote Speaker, and other special guest, enjoy champagne, hors d'oeuvre, and photo ops.



DIAMOND SPONSORSHIP PACKAGE:

TITLE SPONSOR – \$40,000

As the most prestigious partnership level for the 2024 Wealth, Health, & Self-Care Expo, the Diamond Sponsorship Package offers unparalleled exposure and influence throughout the event. This exclusive package positions your organization as the principal sponsor, providing maximum visibility and strategic advantages.

- **Charitable Contribution:** A portion of the sponsorship fee will be donated to the nonprofit associated with the event.
- **Supreme Brand Visibility:** Exclusive recognition as the **Title Sponsor** in all event promotional materials, including digital and print media, event signage, and official communications.
- **Premier Speaking Opportunities:** Exclusive opportunities to introduce keynote speakers, moderate high-profile panel discussions, and deliver a welcome address at the opening ceremony.
- **Dominant Logo Display:** Most prominent logo placement on stage banners, entry points, and throughout the event venue.
- **Strategic Booth Placement:** Prime booth space in the most trafficked area of the Expo, ensuring maximum interaction with attendees.
- **Exclusive Networking Access:** Receive complimentary VIP tickets with access to all event segments, including exclusive pre-event dinners and post-event parties. This package includes 4 tables, each seating 10 guests, perfect for clients or employees.
- **Customizable Sponsorship Options:** Flexibility to tailor additional sponsorship elements to meet specific marketing and business objectives.

The Diamond Sponsorship Package offers your organization a spotlight role at the Wealth, Health, & Self-Care Expo 2024, showcasing your leadership in the industry and commitment to promoting financial wellness and literacy. This top-tier sponsorship level not only amplifies your brand's presence but also positions you as a key player in shaping discussions around wealth, health, and self-care.



PLATINUM SPONSORSHIP PACKAGE:

MEDIA SPONSOR – \$30,000

- **Charitable Contribution:** A portion of the sponsorship fee will be donated to the nonprofit associated with the event.
- **Exclusive Recognition:** Positioned as the premier Speaker Sponsor across all promotional materials.
- **Prominent Branding:** Your logo prominently displayed on stage banners and throughout the event site.
- **Prime Booth Space:** Secure a prime location for your booth, ensuring maximum visibility and engagement.
- **VIP Access:** Enjoy complimentary VIP tickets and exclusive access to special event activities. This package includes 4 tables, each seating 10 guests, perfect for clients or employees.
- **Customization:** Tailor sponsorship features to align with your specific marketing objectives.

SPONSORSHIP & ADVERTISING LEVELS CONTINUED:

CORPORATE SPONSORSHIPS CAN BE CUSTOMIZED TO ALIGN WITH AND SUPPORT THE B2B ROUNDTABLE MEMBERSHIP.



GOLD SPONSORSHIP PACKAGE: ENTERTAINMENT SPONSOR – \$20,000

- **Charitable Contribution:** A portion of your sponsorship will support the associated nonprofit organization.
- **Sponsorship Recognition:** Exclusive acknowledgment as the Entertainment Sponsor across all event promotional materials.
- **VIP Seating:** Includes 3 tables, each accommodating 10 guests, ideal for entertaining clients or rewarding employees.
- **Prominent Logo Display:** Your logo will be prominently featured on all event media materials.
- **Media Opportunities:** Access to pre-event media exposure, including options for interviews.
- **Advertising Inclusion:** Complimentary advertising space within event-related materials.
- **Customizable Options:** Opportunity to tailor sponsorship benefits to fit your marketing objectives.



SILVER SPONSORSHIP PACKAGE: WELLNESS SPONSOR – \$15,000

- **Charitable Contribution:** A portion of your sponsorship will support the associated nonprofit organization.
- **Exclusive Branding:** Recognized as the exclusive Wellness Sponsor in all event promotional materials
- **Logo Visibility:** Logo prominently featured during all wellness-related activities and segments.
- **Engagement Opportunities:** Options to conduct branded giveaways or promotions to increase engagement.
- **VIP Seating:** Includes 2 tables, each accommodating 10 guests, ideal for entertaining clients or rewarding employees.
- **Prime Booth Space:** Designated booth space in the wellness area to facilitate interactive attendee engagement.
- **Customization:** Flexibility to tailor sponsorship features to enhance your brand's presence and experience at the event.



SILVER SPONSORSHIP PACKAGE: WELLNESS SPONSOR – \$10,000

- **Charitable Contribution:** A portion of your sponsorship will support the associated nonprofit organization.
 - **Recognition:** Acknowledged as the Exclusive Community Sponsor in selected event promotional materials, including community outreach publications and email newsletters.
 - **Logo Placement:** Logo displayed in less prominent but strategic locations around the event venue to enhance brand visibility.
 - **Exhibition Space:** Dedicated booth space in the community zone of the Expo, ideal for interacting with attendees and promoting grassroots engagement.
 - **Event Tickets:** Complimentary tickets for company representatives to attend the Expo, facilitating direct community interaction and networking.
 - **Customizable Features:** Ability to customize certain aspects of the sponsorship to better align with corporate social responsibility goals or community engagement strategies.
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SPONSORSHIP & ADVERTISING LEVELS CONTINUED:

DRIVING FORCE SPONSORSHIPS



CHAMPION SPONSOR PACKAGE: - \$2,500

- **Acknowledgment in Opening Remarks:** Recognition during the opening ceremony as a Champion Sponsor.
- **Prime Logo Placement:** Your logo featured prominently on the main event banner and on the event's webpage.
- **Exclusive Exhibition Space:** A centrally-located booth providing prime interaction opportunities with attendees.
- **Highlighted Social Media Feature:** A special post on all event social media channels acknowledging your sponsorship level and company profile.
- **Complimentary Tickets:** 6 complimentary tickets for company representatives or key clients.



VISIONARY SPONSOR PACKAGE: - \$1,000

- **Recognition in Event Materials:** Listing as a Collaborator Sponsor in the event program and select marketing materials.
- **Logo Placement:** Your logo displayed on the event website and in the conference program.
- **Exclusive Exhibition Space:** A centrally-located booth providing prime interaction opportunities with attendees.
- **Social Media Acknowledgment:** Multiple mentions in pre-event and post-event social media updates.
- **Complimentary Tickets:** 4 complimentary tickets for your team or guests.
- **Dedicated Networking Area:** Access to a dedicated networking lounge during the event.



COLLABORATOR SPONSOR PACKAGE: - \$500

- **Recognition in Event Materials:** Listing as a Collaborator Sponsor in the event program and select marketing materials.
- **Website Listing:** Your logo and link to your website featured on the event sponsorship page.
- **Social Media Recognition:** Recognition in at least one event-related social media post.
- **Complimentary Tickets:** 2 complimentary tickets for team members or clients.



SUPPORTER SPONSOR PACKAGE: - \$300

- **Event Program Listing:** Your company name listed in the conference program as a Supporter Sponsor.
 - **Website Recognition:** Name and logo featured on the conference sponsors' webpage.
 - **Social Media Mention:** A thank you post on social media channels recognizing your contribution.
 - **Complimentary Tickets:** 1 complimentary ticket to the event.
 - **Exhibition Space:** Access to a shared exhibition space for distributing company literature or promotional items.
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SUPPORT THE WEALTH, HEALTH, AND SELF CARE EXPO

SPONSOR THE 2ND WHSC EXPO!

YES! Our business would like to support the 2nd Signature Event, the 2024 Wealth, Health, & Self-Care Expo by sponsoring the "Fine Tuning | Taking the Approach to Transfer Learning into Action and New Experiences," scheduled for Thursday, October 17, 2024, in Pontiac, Michigan.

SPONSORSHIP & ADVERTISING

- DIAMOND TITLE SPONSOR - \$40,000
- PLATINUM MEDIA SPONSOR - \$30,000
- GOLD ENTERTAINMENT SPONSOR - \$25,000
- SILVER WELLNESS SPONSOR - \$15,000
- BRONZE COMMUNITY SPONSOR - \$10,000
- CHAMPION SPONSOR - \$2500
- VISIONARY SPONSOR - \$1000
- COLLABORATOR SPONSOR - \$500
- SUPPORTER SPONSOR - \$300
- QUARTER PAGE AD - \$75
- HALF PAGE AD - \$100
- FULL PAGE AD - \$150
- VENDOR TABLE - \$250
- VENDOR TABLE PLUS 1/2 PG SPECIAL- \$275

Name: _____ Phone: _____

Business Name: _____ Email: _____

Address: _____ City: _____ State: _____ Zip: _____

Enclosing check (**make checks payable to: WASHINGTON EVENTS LLC.**)
(A W-9 will be submitted upon return of registration form, for Tax deductions)

Please charge my credit card (CIRCLE): **VISA MC DISCOVER AMEX**

Credit Card Number: _____

Name on card: _____ exp: _____ Sec Code _____

SEND SPONSORSHIPS/ADVERTISEMENT REQUEST FORMS TO WASHINGTON EVENTS BY SEPTEMBER 30TH.

EMAIL: CONTACT@WASHINGTONEVENTSLLC.COM | OFFICE PHONE: 248-736-8865

MAIL: ATTN: LISA WASHINGTON, WASHINGTON EVENTS LLC, | 33 NORTH SAGINAW ST, PONTIAC, MI 48342

Complete sponsorship online: www.washingtoneventsllc.com | For questions, contact: 248-812-0067

S.W.A.G. MERCHANDISE CAN BE DONATED FOR GIVE-A-WAY AND MAILED TO ADDRESS ABOVE. 350 ct.