

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

@ MI CONCOURSE CONFERENCE EVENT CENTER | PONTIAC

EVENT OVERVIEW:

Join us at the [Wealth, Health, & Self-Care Expo 2024](#), an annual event designed to empower individuals with knowledge and tools in financial planning, mental health resources, and self-care practices. This transformative event will attract a diverse audience, providing a unique platform for sponsors to gain visibility, engage with potential customers, and showcase their leadership in these vital sectors.



WHY PARTNER WITH US: BENEFITS FOR FINANCIAL INSTITUTIONS

Recent research underscores a critical issue: *"Higher financial stress leads to poor financial decision-making, something that past studies have linked to poor financial literacy."* As financial institutions, your role in addressing this crisis is paramount. By partnering with the Wealth, Health, & Self-Care Expo 2024, your institution can directly contribute to alleviating financial stress through education and empowerment.

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

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BENEFITS OF PARTNERSHIP:

- **Enhance Consumer Trust and Loyalty:**
 - By participating in an event focused on improving financial literacy and reducing financial stress, your institution demonstrates a commitment to consumer well-being, not just profits. This commitment can strengthen trust and foster long-term loyalty among current and prospective clients.
- **Showcase Financial Solutions:**
 - Use this platform to present your innovative financial products and services designed to help individuals manage their finances more effectively, especially in these challenging times. Highlight how your tools can aid in making better financial decisions to a receptive audience.
- **Educate and Empower:**
 - Lead workshops or seminars that help attendees understand complex financial concepts, the importance of financial planning, and strategies to reduce financial stress. Educating the public not only helps individuals improve their personal finances but also builds a more financially literate customer base.
- **Corporate Social Responsibility (CSR):**
 - Aligning with this Expo amplifies your CSR initiatives, showcasing your institution's efforts in tackling significant issues like financial literacy and mental health awareness. This alignment can enhance your brand's reputation and visibility, differentiating you from competitors.
- **Networking with Impact:**
 - Connect with other leaders, innovators, and potential collaborators in the financial, health, and wellness sectors. This networking can lead to new business opportunities and collaborations that help you reach new markets and demographics.
- **Data and Insights:**
 - Gain valuable insights into the financial behaviors and preferences of a diverse audience. Understanding the pain points and needs related to financial stress and literacy can inform future product development and marketing strategies.



WHY YOUR SUPPORT IS NEEDED

Participating in the Wealth, Health, & Self-Care Expo 2024 presents a strategic opportunity for **financial institutions** to not only enhance their brand and extend their market reach but also play a crucial role in societal improvement. By addressing the link between financial stress and poor decision-making, your institution can lead the charge in turning knowledge into action, fostering a healthier, more financially savvy community.

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

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 industry leaders from finance, healthcare, and wellness sectors.
- **Support Community Initiatives:** Contribute to mental health initiatives, emphasizing your brand's commitment to societal well-being.

Date and Venue:

- Date: October 17th, 2024
- Venue: To be announced
- 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 in great spirits. We are excited 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, in Pontiac, 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 delighted to announce [Lorenze Tate](#) 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 p.m., followed by the main event from 5:30 p.m. to 9:30 p.m. As a sponsor, your brand will be prominently featured throughout the event, associating it with an initiative focused on fostering a community of learning, action, and advocacy.

Sponsorship Benefits:

Your involvement as a sponsor would 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 and media campaigns.
 - Opportunities for engaging with community leaders, influencers, and attendees.
 - Recognition as a key contributor to community enrichment and advocacy initiatives.
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Call to Action:

We would be honored to have your company join us as a key partner for this transformative event. Please let us know your level of interest in this sponsorship opportunity by **July 30, 2024**. For more detailed information on sponsorship levels and associated benefits, or to discuss your participation further, please do not hesitate to contact **Amyia Malloy** at **248.812.0067** or via email at **contact@washingtoneventsllc.com**.

Thank you for considering this impactful opportunity. We look forward to the possibility of partnering with you to make the **2024 Wealth, Health, & Self-Care Expo** a landmark event.

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

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



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.

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

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WEALTH,
HEALTH, &
SELF-CARE
CONFERENCE

MASTER
RESET | 2022

Tuning Up the Life Success
Engine within You!

POWERED BY:

the art
Experience
Improving Lives through the Arts

Meet the Speakers:

Thursday
OCTOBER
13th
5:00 PM - 9:30 PM

Keynote Speaker
Talib Kweli

Special Guest
Performance:
By Michell'e



Special Guest
Mayor Tim Greimel
City of Pontiac

GET YOUR TICKETS TODAY!

248.812.0067

whsc.washingtoneventsllc.com

MI Concourse Event Center
1 Concourse Drive, | Pontiac, MI 48341



MISTRESS OF CEREMONY | MC
Vickie Brent-Touray
AUTHOR AND SPEAKER,
VBTouray Empowerment Events LLC



Helda Saad
AVP, Executive Project Manager and
Director of Mortgage Lending Operations



Audra Pieknik
EXECUTIVE DIRECTOR, THE ART EXPERIENCE



FEATURED PRESENTER
Lisa Bennett, M.Ed, AT
PROGRAM COORDINATOR, ART THERAPIST
THE ART EXPERIENCE



Michelle Woody
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