

A close-up, high-contrast portrait of a woman with dark skin, green eyes, and dark lipstick. The image is dark and moody, with the woman's face centered. The text "MELANIN UNLEASHED" is overlaid in large, white, sans-serif capital letters, and "FASHION SHOW" is overlaid below it in smaller, white, sans-serif capital letters.

MELANIN UNLEASHED

FASHION SHOW

Sponsorship Package 2019



About The Show

Melanin Unleashed is a bold and sexy fashion show that is a main attraction at the Women In Charge Black Business Expo. This show features custom Afrocentric fashion pieces paired alongside sexy lingerie garments that are modeled by fierce African American models who know how to work every angle of our “U” shaped runway.

This daring show attracts over 10,000 attendees who gather around to see the bodacious looks and exciting presentation that no one wants to miss.

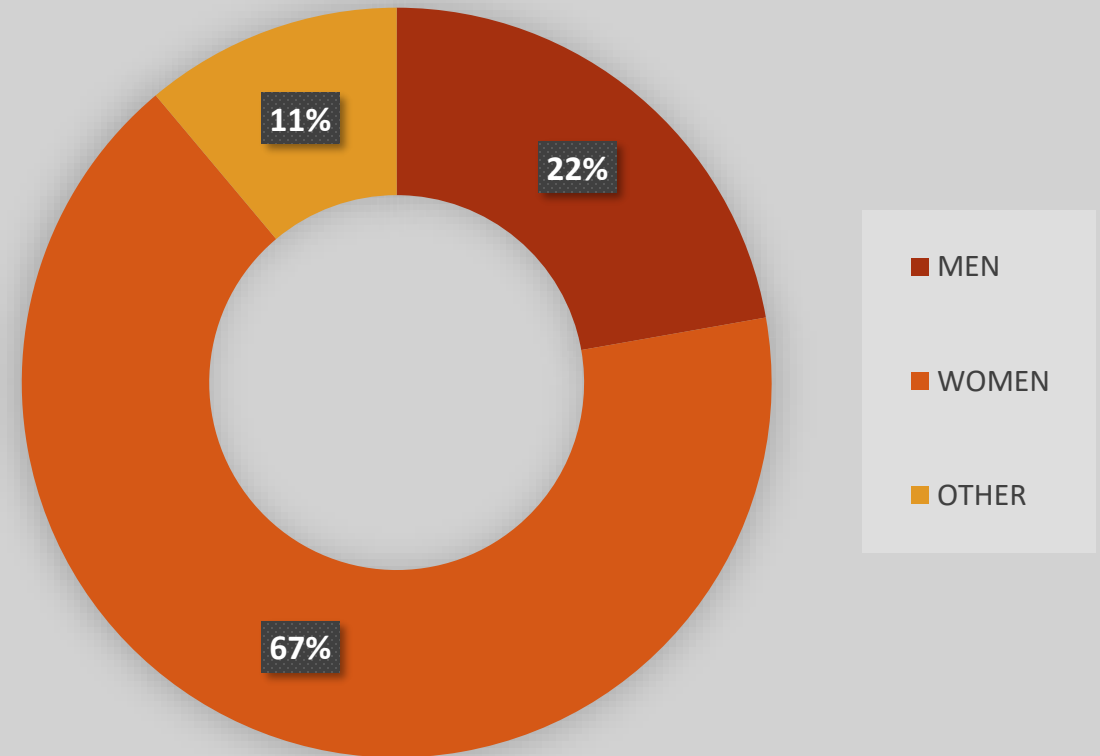
DEMOGRAPHICS

Average Attendance
10,000

Press Publications
20+

Event Photographers
30+

25-55 Years of Age





WHY PARTNER WITH US

- **CONNECT WITH YOUR CONSUMERS.** Consumers are becoming more selective in choosing their brands. This is a great opportunity to communicate your values first hand at an event that matches theirs.
- **INCREASE SALES.** Receive direct access to hundreds of Los Angeles leading men & women by having your brand featured on stage and throughout the venue, as well as many other channels.
- **BOOST BRAND AWARENESS.** Generate awareness for your brand, boost the perceived image of your business, and gain media exposure at the Melanin Unleashed Fashion Show. The more your brand name is associated with positive experiences and emotions, the stronger your brand awareness will become.
- **TELL YOUR STORY AND WIN NEW CUSTOMERS.** Tell a whole new audience how much your company cares about African American women. We offer packages for a range of target audiences.
- **CREATE LONG TERM RELATIONSHIPS.** As this event continues to grow and gain more exposure, our goal is to create long term opportunities that our partners can benefit from throughout the years.
- **THE GLOBAL FASHION INDUSTRY GENERATES \$3 TRILLION IN REVENUE EACH YEAR**
- **U.S FEMALE APPAREL SALES TOP \$115 BILLION EACH YEAR**
- **\$380 BILLION IS GENERATED IN U.S REVENUE EACH YEAR**

SPONSORSHIP PACKAGES

When you partner with Melanin Unleashed through sponsorship, it places your own brand center stage while providing a unique opportunity for our production to grow. We provide a wide range of sponsorship opportunities that can be modified to suit your companies needs.

	TOP DOG	GOLD	SILVER	PROMOTER	IN-KIND			
What’s Included With Each Package	Title Sponsor \$25,000	Presenting Sponsor \$15,000	Supporting Sponsor \$10,000	Chair Sponsor \$2,000	<ul style="list-style-type: none">• Accessories• Hair Services• Cosmetics• Makeup Services• Shoes• Printing Services• Media Services• Marketing Services• Photography• Videography• Gift Cards			
Logo Placement on Website, Ads, & Event Emails	1 st position	2 nd Position	3 rd Position	½ page bio in show program				
Sponsor Block Placement (website, signage, e-blast, online schedule, gift bags)	1 st position	2 nd Position	3 rd Position	Show Registration List				
Premium Booth Location Highlighted as a Featured Destination on our floorplan	20x20	20x20	10x10	½ page color ad in Digital Guide				
Listed as Sponsor on all Online Event Ads, Schedule, & Rotating Banner on site with live link attached	√	√	√	Flyer/Card included in giftbags				
Full Color Ad In Digital Show Guide	2 Page Color Spread (1 st ½ of book)	2 Page Color Spread (1 st ½ of book)	Full page color (1 st ½ of book)	Business Name & logo on reserved seats				
Press Release & Social Media Announcement	√	√	√					
All marketing items included in attendee gift bags	√	√	√					
Logo on cover page and sponsor highlight page of event booklets and programs	1 st Position	2 nd Position	www.professionalwna.com/women-in-charge					
Registration List with All Attendee Contact Information	√	√						
Dedicated Table & Banner in the Registration Area	√	√						
Signage on runway and throughout show pavilion	√							
Logo Displayed On Step & Repeat	√							



Daunyah Harris
CEO/Owner of Professional Women's
Networking Association

HELLO FROM THE CEO

I would love to personally invite you to become a part of this inspiring event. Attendees from all over Southern California are flocking to Los Angeles to be a part of the Women In Charge Black Business Expo which will be hosting the Melanin Unleashed Fashion Show. Not only are they excited to support African American female businesses, but they will be networking, learning, and shopping for products and services like yours that will help make their experience even more enjoyable.

Melanin Unleashed is a major attraction that stirs up a lot of noise and excitement within the exposition. Nearly 40% of all 25,000 attendees line up at the show doors to attend this event.

I would absolutely love to help you expand your business even more by providing an opportunity for you to gain new customers and leads from the thousands of consumers that will be present at The Melanin Unleashed Fashion Show.

I hope you continue to grow in prosperity and success throughout the year.

Sincerely,

Daunyah Harris



CONTACT US

Professional Women's Networking Association LLC.

Please email us with your contact information and the package you are interested in if you would like to be a part of the Melanin Unleashed Fashion Show.

➤ events@professionalwna.com

▶ Office: (844) 628-6808

▶ Fax: (888) 423-1547

▶ Website

➤ www.professionalwna.com

▶ Social Media

➤ [Facebook](#)

➤ [Instagram](#)