



MogulCon

SPONSORSHIP PROPOSAL

MogulCon
October 24-26, 2019
Marriott Perimeter Center
www.mogulcon.com

MogulCon

In it's 4th year, **MogulCon** is excited to bring together more than 250 Women-Owned businesses and corporate influencers to share, discuss and learn from one another at the beautiful **Atlanta Marriott Perimeter Center**. We welcome the opportunity to collaborate with you on how to create more powerful female-entrepreneurs in the 21st Century.

For too long the women of corporate America and women owned businesses have operated in separate spaces. Today we are bridging that gap and sharing lessons learned from women across the career spectrum. From panel discussions, with top women at fortune 100 companies, to Think Tank exercises with 7 figures entrepreneurs participants will:



- Receive real life examples on processes that will accelerate their action plans
- Get a clear understanding of the RFP Process
- Learn how to position themselves in the RFP Process
- Feel empowered to generate new strategies and assess scalable business ideas
- Gain a new networks of like-minded women

As a supporter of women-owned businesses you understand the importance of providing experiences such as these, as women make up 47% of the workforce and more than half are considered to be emerging leaders in their fields.

With your support these women, know they are not alone in their journey and that you believe in their success. **MogulCon is a platform provided by The U.S. Business Women's Network in partnership with Paradigm of Freedom a 501(c)3 Charitable Organization.**

The mission of **MOGULCON** is to educate and assist diverse businesses on how to connect and position themselves in the marketplace. Our goal is to create economic opportunities and position them with corporations and large businesses to help them grow and scale.



A 3-DAY EXPERIENCE FOR

VETERANS

MBEs

WBEs

LGBTQ

After MogulCon:

- ✓ 15% Became certified as Veteran, WBENC or MBEs
- ✓ 20% Registered their business with the Secretary of State
- ✓ 20% Received their EIN from IRS
- ✓ 12% Opened a business checking account

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WOMEN OWNED

Each year **MogulCon** attracts more than 250 Women-owned business from around the world to Atlanta, Georgia for 3-days of intensive learning on how to become the best in their industry.

MOGUL AWARDS - October 28, 2019

The work of a Mogul does not go unnoticed at **MogulCon**. During our Mogul Awards we are taking the time to “Thank you” to those women who have the courage, drive and tenacity to build their empires, in a variety of industries. This special event is one you will not want to miss.



EDUCATE AND DEVELOP

At **MogulCon** we take pride in developing small business owners by giving them the tools and resources needed in order to achieve their goals for success in business and life.



As a successful entrepreneur for more than 25 years, Dr. Felicia Phillips is focused on using her experience and expertise to assist executives and entrepreneurs with positioning themselves in the marketplace for advancement. Felicia is a Master Business Strategist and the President of The U.S. Business Women's Network.

As an authority on entrepreneurship, leadership, and brand activations, Felicia has had the opportunity to produce numerous mega events and raised thousands of dollars in sponsorships that support women's initiatives by collaborating with major brands such as Delta Air Lines, Microsoft, IKEA, State Farm, Wells Fargo, East West Bank, PopChips and The WNBA Atlanta Dream to name a few.

Felicia is a member of The Forbes Coaches Council and has been featured in The Huffington Post, Atlanta Journal & Constitution, Rolling Out Magazine, CBS Better Mornings, and many other media outlets. Felicia has had the pleasure of working with Georgia State University's Andrew Young School of Policy, Wells Fargo, The Urban League of Greater Atlanta's Entrepreneurship Center, BET, Centric TV, City of Atlanta, The Environmental Protection Agency (EPA), and many other organizations.

Felicia's agency, PPICW is a certified MBE and was awarded GMSDC's Class I Supplier of The Year, The Phoenix Award by Former City of Atlanta Mayor, Kasim Reed, the 2015 Connector Award, and the 2016 InfluenceHer Award. Felicia has also been recognized by Who's Who in Black Atlanta. As a wife, mother and accomplished business leader, Felicia understands the difficult balance women face and is committed to helping them find the solutions that make them unstoppable.



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The Mogul Awards & Dinner

Leadership and an unwavering work ethic does not go unnoticed at MogulCon. During our Mogul Awards we are taking the time to say “thank you” to those women who have the courage, drive and tenacity to build their empires, in a variety of industries. This special event is one you will not want to miss.

PAST PARTICIPANTS & HONOREES

Jackie McKinley – Dell Technologies
Mignon Francios – The Cupcake Collection
Nicci Gilbert Daniels – Philanthropist
Charis Jones – Sassy Jones Boutique
Grace Fricks - Access To Capital For Entrepreneurs
Dr. Karmetria Burton - Delta Air Lines
Vicki Irwin-Avery - Georgia Power
Janice Bryant Howroyd - Act One Group
Twanda Black - Cox Media
Sidd Ahmed - V-Dart
April Parker-Jones - Actress/Celebrity
Jasmine Burke - Actress/Celebrity
Tony Gaskins - Celebrity Motivational Speaker
Wendi Levy and Kim Etheredge - Founders of Mix

Mogul Awards Sponsorship: \$20,000
Co-Sponsor: \$10,000



WHO YOU CAN REACH

The MogulCon Experience gives access to more than 250+ emerging women leaders and entrepreneurs from a variety of industries including: Consumer Products, Marketing, Human Resources, Logistics, Finance, Leadership and more.

WHO YOU CAN REACH

Have the exclusive opportunity to market your products and services to your target audience

Generate quality leads for your organization to leverage for future marketing

Evangelize your companies commitment to supplier diversity with potential suppliers

WHY BECOME A SPONSOR

MogulCon



Attendees

98% of our attendees are minority women-owned business



Consumers

67% have become regular consumer with past sponsors and subscribed to our list



Activation

80% of our design collaterals performed well on social media



Communications

We improved our average increased like per week with our sponsors on pre and past communications.

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OCTOBER 25th, 2019
MOGULCON EXPO 9AM-3PM

This is an opportunity for Corporations and entrepreneurs to connect with their target audience.

The MogulCon Expo provides the ultimate platform for women business owners to network, share their experiences, collaborate and open up to new opportunism and explore new ideas.

Enjoy our Pink Talks and connect with like minded-women or just shop till you drop there's plenty to do.

Our Industry experts will discuss topics of interest to women business owners.





Experiential Marketing Opportunities

At MogulCon we invite brands to have a mutually beneficial interaction between our attendees and your brand in an authentically branded engagement. **Consider that 49% of attendees at branded events create videos of it**, a significant percentage of which is shared on social media. People talk about remarkable experiences, and the brands that create them.

We invite you to create yours at MogulCon19!

Only 4 Spots Available @ \$7500



HEALTH & WELLNESS SPONSOR \$10,000

- Branded Banner (Entrance & Stage) at MogulCon Expo, Saturday Oct. 26th
- Acknowledgement on Stage Screen
- Popup Clinic
- Company in Press Release
- Logo Branded Email
- Logo on Website
- Full page color ad
- 10 All Access Passes
- Pink Carpet Interview with Press, Escort & Photo at The Mogul Awards
- Social Media Engagement & Custom Brand Activation
- Video with your organization and attendees

EXCLUSIVE LUXURY CAR PARTNER

PARTNERSHIP OPPORTUNITY

Position your dealership with more than 250 women-owned businesses who understand the importance of image when it comes to being a CEO by becoming our Exclusive Luxury Car Partner at #MogulCon19.

PARTNERSHIP FEE: \$10,000

- ✓ Pre & Post email marketing to our list of attendees
- ✓ Cars parked on the premises and available for test driving during the afternoon hour
- ✓ The Mercedes Benz Experience
- ✓ MogulCon will record attendees experience inside the vehicle.
- ✓ Logo on website with hyperlink
- ✓ A table of 10 at The Mogul Awards
- ✓ Welcome on Main Stage
- ✓ Company included in Press Release
- ✓ Full page color ad

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EXCLUSIVE FASHION/RETAIL PARTNER

PARTNERSHIP OPPORTUNITY

Position your dealership with more than 250 women-owned businesses who understand the importance of image when it comes to being a CEO by becoming our Exclusive Fashion/Retail Partner at #MogulCon19.

PARTNERSHIP FEE: \$10,000

- ✓ Pre & Post email marketing to our list of attendees
- ✓ Luncheon Sponsor
- ✓ Fashion Show
- ✓ MogulCon will record attendees experience with your brand
- ✓ Image Consulting 10X20 Area w/photo booth
- ✓ Logo on website with hyperlink
- ✓ A table of 10 at The Mogul Awards
- ✓ Welcome on Main Stage during luncheon
- ✓ Company included in press release
- ✓ Full page color ad
- ✓ Interview on Pink Carpet

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Types of bars each day:

Marketing | Strategic Planning
Certification | Branding
| CRM Business Strategy

Sponsor Our Mogul's After Dark
Work Bars in the Junior Ballroom.

Sponsorship: \$10,000 (1)

Co-Sponsor: \$5,000 (2)

CEO LEARNING HUB

7pm-11pm | Junior Ballroom

There's an excitement that happens at MogulCon and we want you to be a part of it. Instead of our attendees leaving contemplating their next step, they'll be able to work on their at the "CEO Learning Lab" located in the Junior Ballroom. Each bar will have your logo with an expert coach in a particular field and mocktails will be served.

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MARKETING



MOGULCON THE GLAM STUDIO



Come share your brand experience with over 300 women of color at MogulCon19. This is an opportunity to introduce new products shades and applications. We will provide access and video testimonials for you to share with your social media following,. Customization is available

- Premium branded space
- Full page color ad in MogulCon Booklet
- (5) MogulCon All access passes
- Recognition at event
- (3) Video attendee testimonials
- Items in MogulCon Swag Bags
- Premium seating at Mogul Awards
- Acknowledgement on Stage Screen

Activation: \$5,000.00

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SPONSORSHIP PACKAGES

SESSION SPONSOR

Are you an industry expert with a great story to tell that incorporates how your solution successfully helped a client? This is our most popular sponsorship, limited to 4 sponsoring companies.

It is encouraged to present with a client for the session.

SPONSORSHIP - \$2500

- ✓ 8X10 exhibit space with 6ft table and chairs provided
- ✓ Company logo, hyperlink and company bio on event website
- ✓ Company logo displayed in brochure, email marketing, onsite documentation and slide show during conference breaks
- ✓ Official recognition as a sponsor during the event
- ✓ 2 full access conference passes included (Including company speaker)

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SPONSORSHIP OPPORTUNITIES



MOGULCON AFTERNOON SNACK SPONSOR (3) - \$3,000

- ✓ Branded Banner (Entrance & Stage)
- ✓ Acknowledgement on Stage Screen
- ✓ Company in Press Release
- ✓ Logo on Website
- ✓ Full page color ad
- ✓ 3 All Access Passes
- ✓ Pink Carpet Escort & Photo
- ✓ Attendee Email List

MOGULCON LUNCHEON SPONSOR (3) - \$15,000

- ✓ Acknowledgement on Stage Screen
- ✓ Welcome on Main Stage
- ✓ Company in Press Release
- ✓ Logo Branded Email
- ✓ Logo on Website w/hyperlink
- ✓ Full Page Color Ad
- ✓ 10 All Access Passes
- ✓ Attendee email list
- ✓ Pink Carpet Escort & Photo

MOGULCON AWARDS TABLE SPONSOR - \$5,000

- ✓ Acknowledgement on Stage Screen
- ✓ Full page color ad
- ✓ Logo on Website
- ✓ Table of 10
- ✓ Logo Branded Email
- ✓ Company in Press Release
- ✓ Attendee Email List
- ✓ Pink Carpet Escort & Photo

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SPONSORSHIP OPPORTUNITIES



MOGULCON PRESENTING SPONSOR (1) - \$25,000

- ✓ Acknowledgement & Welcome on Stage Screen
- ✓ Welcome on Main Stage
- ✓ Company in Press Release
- ✓ Logo Branded Email
- ✓ Logo on Website
- ✓ Full page color ad
- ✓ Exhibitor Setup
- ✓ 10 All Access Passes
- ✓ Attendee email list
- ✓ Pink Carpet Escort & Photo

SMALL BUSINESS SPONSOR - \$1000 | 3-DAYS

- ✓ Branded announcement for email and social media
- ✓ Logo on Website
- ✓ 2 All Access Passes to the conference
- ✓ WiFi Included
- ✓ Email List
- ✓ Please submit a photo or rendering of your display
- ✓ We will provide a 6ft Table and 2 Chairs

INKIND SPONSOR

- ✓ Tote-Bags
- ✓ Gifts for Swag Bags
- ✓ Media Partners
- ✓ Printing Partners
- ✓ Acknowledgement on Screens
- ✓ (2) MogulCon All Access Passes
- ✓ Acknowledgement in Press Release
- ✓ Logo on Website

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THANK YOU !

LET'S CONNECT



FOCAL PERSON

DR. FELICIA PHILLIPS



WEBSITE

www.mogulcon.com



PHONE-NO

+1 (404) 593-1787



LOCATION

Marriott Perimeter Center – Atlanta, GA