

Sponsorship Packet

OCTOBER 22, 2016





greetings

We are inviting you to become a part of an exciting brand and movement that is reaching thousands of women around the world. Happy Chicks Rock!, a lifestyle empowerment brand, aims to cultivate a generation of women who aren't afraid to color outside the lines and live on their own terms. Through workshops, events, community outreach, group travel experiences, and online content, we provide a unique platform for ALL women to create the blueprint for becoming their happiest, boldest, and most authentic selves.

Happy Chicks Rock! launched in February of 2016 and two months later we hosted our first event, a sold out Women's Empowerment Brunch, with over 100 women from across the east coast and Canada in attendance. Due to the rave reviews and an overwhelming response via countless emails, phone calls, and social media outpour we are excited to announce our second event on October 22nd at the historic Hotel Lafayette in Buffalo, NY. The Make Shift Happen MasterClass is a one-day intensive conference uniquely designed for ALL women who are ready to make a bold SHIFT in various areas of their lives. The conference will feature a diverse group of dynamic speakers who are Masters at motivating, empowering, and transforming lives globally. We will also be announcing our first global Ambassador from Kenya who has created several businesses to help local women become self-sufficient and provide for their families.

I believe so much in this movement and the betterment of women that I have personally funded each event and initiative to date. The goal moving forward is to expand our reach and produce more and larger events and include service/humanitarian travel both nationally and internationally to accommodate the growing demand. As you can imagine, it will take the support of many to make this and other initiatives happen throughout the year. To continue our journey to impact lives, we are in need of individuals, companies, business leaders, and partners like yourself who have the vision to recognize the emerging strength and power that exist in women. There are many ways you can join us in our efforts. Please find attached an outline of our sponsorship opportunities.

I look forward to having you join us on our quest to empower women to expand their capacity to receive greater wealth, optimal health and abundant success in their life. If you have any questions or require additional information, we will be more than happy to further assist you. We are available via email at events@happychicksrock.com or by phone at 716.218.8881. Thank you for your time and consideration.

Regards,

Vee Majors

Chief Happiness Maverick & Founder





aboutus

our purpose

Happy Chicks Rock! (HCR!) is a lifestyle empowerment brand whose mission is to cultivate a generation of women who aren't afraid to color outside the lines and live on their own terms.

With the Make Shift Happen MasterClass we seek to equip a diverse group of women with the necessary tools needed to shift and succeed in every area of their lives to include health, wealth, beauty, wellness, career, business, and more. We have gathered a dynamic group of industry leaders, international speakers, and change makers to assist with this effort.

hcr facts

- Launched Feb. 2016
- First Event 100+ women (Sold Out)
- 5,000+ FacebookFollowers@happychicksrock
- October event: 250 women projected

who attends?

99% - Female

85% - Employed

82% - 21-55

70% - African-American

40% - Annual Income \$35k+

30% - Hispanic, Caucasian, Asian, mixed-race

benefits

By investing in this wonderful event you will have an opportunity to position yourself in front of women from all across the United States and Canada who will be in attendance. You will also tap into the national and international market of our active and rapidly growing social media followers. About 90% of our target audience is comprised of professionals, military veterans, movers and shakers, entrepreneurs, and women-on-the-move.



sponsofship opportunities

PhD Sponsor - **\$5000**

- Exclusive Category 1 available
- Company name and logo on social media, promotional materials and website
- Full-page ad in conference program
- Logo Featured on step-and-repeat banner (exclusive)
- On-state mention as main event sponsor
- A mention in all press releases, media coverage pre, during, and post event (TV & Radio)
- Product and/or promotional materials included in swag bags
- Six (6) complimentary VIP tickets
- 50% off of all a la carte items

Bachelors Sponsor - \$1,500

- Company name and logo on social media and website
- Quarter-page ad in conference program
- Logo featured on welcome banner
- A mention in all press releases, media coverage (pre, during, and post event)
- Product and/or promotional materials included in swag bags
- Four (4) complimentary VIP tickets
- 10% off of a la carte items 4 & 5

Masters Sponsor - \$2,500

- Company name and logo on social media and website
- Half-page ad in conference program
- Logo featured on welcome banner
- A mention in all press releases, media coverage (pre, during, and post event)
- Product and/or promotional materials included in swag bags
- Four (4) complimentary VIP tickets
- 25% off of all a la carte items

Associates Sponsor - \$500

- Company name and logo in conference program
- Logo featured on welcome banner
- Product and/or promotional materials included in swag bags
- Two (2) complimentary VIP tickets
- 10% off of a la carte items 4 & 5

a la carte opportunities*

- 1. VIP Reception Sponsor \$3,500
- 2. Morning Breakfast Sponsor \$2,500
- 3. Lunch Sponsor \$2,500
- 4. Conference Binder Sponsor \$1,500
- 5. Exclusive DJ Sponsor \$1,500

*exclusive, as available, first-come, first-served





sponsorship agreement

CONTACT INFORMATION

To become a sponsor of the Make Shift Happen MasterClass, please complete the form below and return to events@happychicksrock.com.

Organization Name		
Contact Name		Title
Address	City/State/Zip	
Phone	Email	
Website (If Applicable)		
SPONSORSHIP LEVELS (Please check one):		
 PhD Sponsor - \$5,000 Masters Sponsor - \$2,500 Bachelor's Sponsor - \$1,5 Associates Sponsor - \$500 	00	 a la carte opportunities VIP Reception Sponsor \$3,500 Morning Breakfast Sponsor \$2,500 Lunch Sponsor \$2,500 Conference Binder Sponsor \$1,500 Exclusive DJ Sponsor \$1,500
PAYMENT The full payment for sponsorship is due no later than Friday, October 7, 2016 at 5pm. Payment can be submitted via PayPal to events@happychicksrock.com or mailed in the form of a check to P.O. Box 1548, Buffalo, NY 14226 COMPANY LOGO Please provide all logos in high resolution, PNG or PDF file format. 300 dpi files or larger are optimal. Email logos to events@happychicksrock.com.		
Signature	Printed Name	Date

