

# YOU GLOW, GIRL!

GLOW WITH PURPOSE, SHINE IN UNITY

## SPONSORSHIP OPPORTUNITIES

October 12, 2025 | Studio 215, Fayetteville, NC





# VISION + PURPOSE

You Glow, Girl! is a one-day experience dedicated to uplifting and empowering women through health, beauty, financial wellness, and sisterhood.

Held on Sunday, October 12, 2025, at Studio 215 in Fayetteville, NC, the event will feature self-care workshops, financial education, and engaging panel discussions—all designed to foster deep connection and meaningful growth.

With 100–150 guests expected, You Glow, Girl! centers personal development, economic empowerment, and authentic community. Through connection, education, and inspiration, attendees will leave equipped to build stronger networks and lasting relationships.







# MEET THE CREATOR + **FOUNDER**

**CREATIVE DIRECTOR OF EXQUISITE SOIRÉE AND VISIONARY BEHIND YOU GLOW, GIRL!**

Daishae' Cox is the creative mind behind Exquisite Soirée, an event styling company rooted in timeless design and intentional celebration. A mother of three, military spouse, and woman of faith, Daishae' brings heart, excellence, and vision to every event she produces.

Her passion for event planning began early—coordinating community celebrations and social gatherings long before turning it into a business. After continued encouragement from her community, she launched Exquisite Soirée to offer elevated, detail-driven events that reflect her natural creativity, strong design instincts, and skillful use of color and space.

Now, Daishae' is expanding her mission with You Glow, Girl!, her very first independently produced event. Designed to empower and uplift Black women through self-care, wellness, and authentic connection, this one-day experience represents a powerful new step in her journey as a creative entrepreneur and community builder.

With Daishae' at the helm, every event is more than a celebration, it's an experience.



# ATTENDEE DEMOGRAPHICS

**Age:** You Glow, Girl! is thoughtfully designed for women ages 30 to 45 who are seeking inspiration, empowerment, and practical tools to thrive personally, professionally, and financially.

**Race/Ethnicity:** Diverse and inclusive audience. Open and welcoming to women of all ethnicities, cultures, and identities. Programming is inclusive, with a commitment to honoring diverse experiences and voices.

**Occupation:** Our attendees are dynamic professionals across a wide spectrum, including:

- Entrepreneurs and Small Business Owners
- Judges and Legal Professionals
- Politicians and Public Servants
- Healthcare Professionals
- Financial Advisors and Credit Counselors
- Corporate Professionals and Executives
- Nonprofit Leaders and Program Coordinators

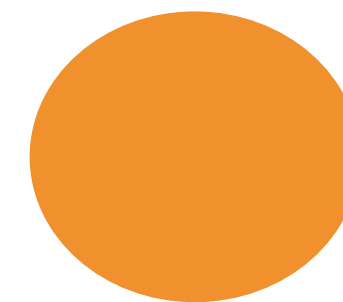
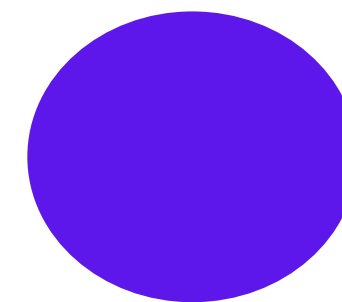
This diverse mix reflects women who are driven, community-focused, and invested in their personal growth and financial empowerment.

**Collective Interests:** Attendees are women who value personal and professional development, prioritize their health and mental wellness, seek financial empowerment, enjoy beauty and self-care, and are drawn to experiences that foster authentic community and meaningful connection.





# VISIONBOARD





# OUR COMMITMENT TO FAYETTEVILLE

FOSTERING CONNECTION, CULTURE, AND COMMUNITY



At You Glow, Girl!, we're more than an event, we're a movement rooted in community. We are proud to pour into the city of Fayetteville, NC, a place rich in culture, resilience, and brilliance. Our mission is to create intentional space for women in this region to reconnect with themselves, with each other, and with resources that support their self-care, financial growth, and sisterhood.

We are committed to:

- Partnering with local businesses, vendors, and service providers
- Empowering women in our community with tools that create long-term impact
- Creating safe, joyful, and affirming spaces right here in our own backyard



# EVENT OVERVIEW

You Glow, Girl! is a high-energy, purpose-driven experience designed to celebrate and uplift women through inspiration, education, and sisterhood. Happening on Sunday, October 12, 2025, from 12:00 PM – 5:00 PM at Studio 215 in Fayetteville, NC, this one-day event will bring together 100–150 women for a transformative day of connection, wellness, and empowerment.

Attendees will enjoy a day of:

## **Motivational Kickoff & Opening Affirmations**

A powerful start to set intentions, raise the energy, and open hearts.

## **Interactive Self-Care Workshops**

Engaging, hands-on sessions focused on mental wellness, beauty, and personal alignment.

## **Financial Power Talks**

Real conversations with finance professionals offering tools for building wealth, managing money, and owning your financial journey.

## **Signature Panel Discussion**

A candid conversation with dynamic women in leadership, entrepreneurship, and advocacy—sharing real stories, challenges, and the power of purpose-driven living.

## **Live Demo: Skincare with a Licensed Esthetician**

A step-by-step facial care demo featuring expert tips, product education, and audience Q&A to promote glowing, healthy skin.

## **Curated Vendor Market & Networking**

Explore and support local brands while enjoying curated networking experiences and surprise guest moments.

## **High-Vibe Closing Celebration & Giveaways**

A joyful finale with music, gratitude, giftings, and a collective celebration of growth and purpose.

**This event is more than a moment—it's a movement for women ready to glow with purpose and unite in unity**



# TOPICS COVERED

## **Glow Up, Don't Burn Out: Prioritizing Self-Care in a Hustle Culture**

Focus: Mental wellness, boundaries, work-life balance, rest as resistance

**Key Takeaways:** Practical ways to recharge without guilt and prioritize peace

## **Secure the Bag: Financial Power Moves for Women**

Focus: Budgeting, building credit, saving, investing, and side hustles

**Key Takeaways:** Actionable tips for financial freedom, building wealth, and breaking generational cycles


## **Esthetician Live Demo: *Glow Up: The Power of a Personalized Skincare Routine***

Esthetician hands-on, real-time education and technique demonstration that covers common concerns (like hyperpigmentation, dryness, or acne), and how to build a personalized regimen using accessible products.

**Key Takeaways:** Treatment Approaches, Prevention & Management





A background image showing a group of women in a modern office setting, sitting around a large conference table. They are engaged in a meeting, with some looking at laptops and others talking. The image is faded to serve as a background for the text.

# WHY PARTNER WITH **YOU GLOW, GIRL!?**

## **Uplifting Women with Purpose & Power**

Partnering with You Glow, Girl! is more than brand visibility, it's a meaningful investment in community, culture, and impact. Here's why your partnership matters:

## **A Highly Engaged, Purpose-Driven Audience**

Our attendees are ambitious, culturally influential women seeking growth, connection, and inspiration. They value brands that show up authentically and align with their goals in health, beauty, finances, and self-care.

## **Targeted Brand Alignment**

Your brand will be spotlighted in a trusted, affirming space designed to foster loyalty. Align with a movement that champions:

- Economic empowerment
- Mental and physical wellness
- Beauty and self-confidence
- Sisterhood and authenticity

## **Intimate, High-Impact Reach**

Unlike oversaturated expos or general events, You Glow, Girl! offers quality over quantity with 100–150 in-person guests, curated experience that drives real conversations and deeper engagement.

## **Powerful Storytelling Opportunities**

Your partnership will be woven into our brand story, through content, panel discussions, and custom activations, showcasing your commitment to uplifting women.

## **A Relationship That Lasts Beyond the Event**

With pre- and post-event promotions, digital features, and social media support, our sponsors stay top of mind before, during, and after the event.



# FINANCIAL SPONSORSHIP PACKAGES

## Glow with Us- \$10,000

- Exclusive “Presented by [Insert Company Name]” title across all event branding
- Logo featured on step-and-repeat and all event signage
- Welcome remarks or spotlight feature during main program
- Branded experience or custom activation (e.g., self-care lounge, photo booth)
- Prominent logo on website, email campaigns, and digital program
- Four (4) featured social media spotlights
- Featured inclusion in press release and post-event recap video
- 8 VIP tickets with reserved seating
- Access to the attendee email list

## Glow in Power- \$5,000

- Logo on main signage, printed materials, and select decor
- Verbal recognition during keynote and panel sessions
- Branded item or flyer in swag bags
- Option to co-host or sponsor a workshop or panel
- Logo on website and digital event collateral
- Two (2) dedicated social media posts and one shared story feature
- 4 complimentary general admission tickets
- Access to the attendee email list

## Glow with Purpose- \$2,500

- Logo displayed on community sponsor signage and printed program
- Name/logo on event website
- Inclusion of branded flyer or promo item in swag bags
- One (1) sponsor thank-you shoutout on social media
- 2 complimentary general admission tickets
- Access to the attendee email list



# IN-KIND SPONSORSHIP OPPORTUNITIES

**We welcome in-kind sponsorships to enhance the attendee experience while showcasing your brand!**

**Options include but aren't limited to the following:**

## Swag Bag Items

Feature your products or promotional items in attendee swag bags. Ideal contributions include branded merchandise or gift cards.

## Tech Support & Equipment

Provide AV equipment, Wi-Fi sponsorship, or tech support services to power our dynamic sessions and workshops.

## Food & Beverage Contributions

Sponsor snacks; beverages, or catering services for networking breaks, enhancing the hospitality experience.

## Experiential Activations

Offer your brand an immersive, on-site experience where guests engage directly with your products or services through a curated Glow Up activation. This lounge-style area will be designed to spark joy, self-care, and confidence—perfectly aligned with You Glow, Girl!'s mission to uplift and empower Black women.

- A custom-branded *Glow Lounge* (10x20 space)
- Prominent logo placement on all event marketing collateral

## Media & Marketing Support

In-kind contributions of photography, videography, or social media coverage to capture and promote even highlights



# LET'S PARTNER

We'd love to partner with you to bring the You Glow, Girl! vision to life,  
a day dedicated to elevating the health, wealth, and well-being of  
women through authentic connection and purposeful empowerment.

Let's create a glowing experience together

Get in Touch: [info@exquisitesoiree.com](mailto:info@exquisitesoiree.com)

Sponsor Inquiry Form

Thank you for considering this opportunity to support a thriving  
community of women who are ready to glow with purpose.