



MOTIVATED *MOM* RETREAT

2018 MMT RETREAT

SPONSORSHIP PACKAGE



ABOUT THE HOST

LaToyia Dennis or otherwise known as **The Motivated Mom**. As a mom, parent enthusiast, speaker, author and master motivator, my mission is to motivate moms to be Great Women and Extraordinary Moms.

Being a great woman is essential to being an extraordinary mom. Because motivational support has the ability to encourage, make us smile, lift us up, motivate, teach us, and help us live our best life, my goal with The Motivated Moms Movement is to spark that motivational feeling to equip you to live your best life for you and children. The key to being an extraordinary mom is about living a life of Peace (harmony in the home), Joy (happy with who you are), Love (an unselfish concern for the good of others), and to be PRESENT (not past or future

but in the moment). Our children deserve for us to be great women – their super sheros, and extraordinary moms – remarkable examples of how valuable they are. Through my work as Principal Fundraising Consultant and Founder of A Chance to Learn, I strive to deliver practical, solution-focused advice on the importance of engaged, heart-centered fundraising and/or parenting.

I'm innovative goal-driven performer with more than 15 years of experience in development, strategic planning, and non-profit management, and most importantly, I'm happily married to Andre Dennis, my husband of 7 years, and I'm the mother of an incredible 6 year old boy.

"I help moms create strategies for success to live a healthy life of purpose, in abundance, and financially free by offering motivational, inspirational, and educational content that allows them to fund their dreams and be GREAT WOMEN AND EXTRAORDINARY MOMS without compromising their family life." – LaToyia Dennis



EVENT OVERVIEW

The Motivated Moms Empowered Retreat is two days full of fabulous fun, inspiration, relaxation, motivation, and pampering for Moms. Designed to celebrate the Extraordinary Mom in each of us, the entrepreneur mom, working mom, stay-at-home mom, or aspiring mom representing different socioeconomic backgrounds, education, and cultures will gather together to participate in this empowering experience. And much more!

The Motivated Moms Empowered Retreat connects moms to the world of relaxation in a way that is rewarding and not guilt ridden. You will enjoy engaging and interactive workshops featuring some of your favorite speakers, authors and bloggers - around entertainment, education, wealth building, beauty, health & wellness, and parent engagement.

DURING THESE TWO DAYS, YOU WILL LEARN HOW TO:

- / Live a more intentional life (and become an example for your children to do the same)
- / Build better relationships with yourself, mate, kids and community
- / Invest in self-care without guilt
- / Budget and build wealth based on your family's current income
- / Identify your passion and life's purpose
- / Establishing healthy eating and exercise habits
- / Establish healthy boundaries in sex and dating
- / Be more engaged in your
- / And much more!



EVENT HIGHLIGHTS



MOMS POWER UP

A series of sessions/workshops with prominent, respected and relevant speakers to empower Moms to achieve and enjoy a fulfilled life with topics on: Career, Entrepreneurship, Relationships, Entertainment, Finances, and Family.



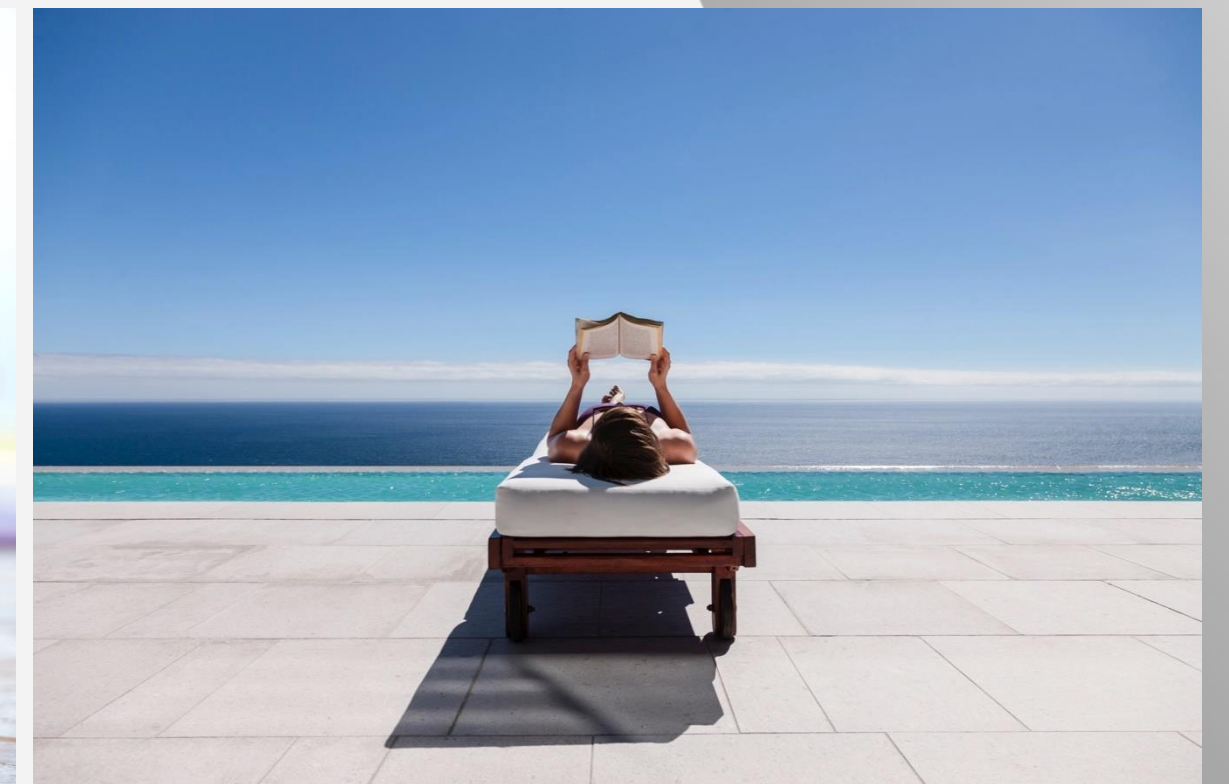
MOTHERHOOD AND SOCIAL GOOD

Moms will have an opportunity to contribute to the relevant issues that plague our communities with high profile personalities and celebrities who will share their experiences and success stories in small interactive group sessions.



I'M HEALTHY, BEAUTIFUL AND A MOM!

We will explore various ways to tap into our Mom strength, beauty and power. Fitness, Yoga & Nutrition sessions, interactive encounters, makeovers, and more!



MOMMY TIME! RELAXATION & FUN

Moms will have numerous opportunities to have much needed down time, spa treatment, fun and relaxation to decompress!

/ Confirmed 2018 Retreat Speakers



COOKIE JOHNSON |
AUTHOR, CEO,
PHILANTHROPIST



DORINDA WALKER |
AUTHOR, VP,
PRUDENTIAL



DONTE DEAN |
MODEL, CEO,
ONE VODKA

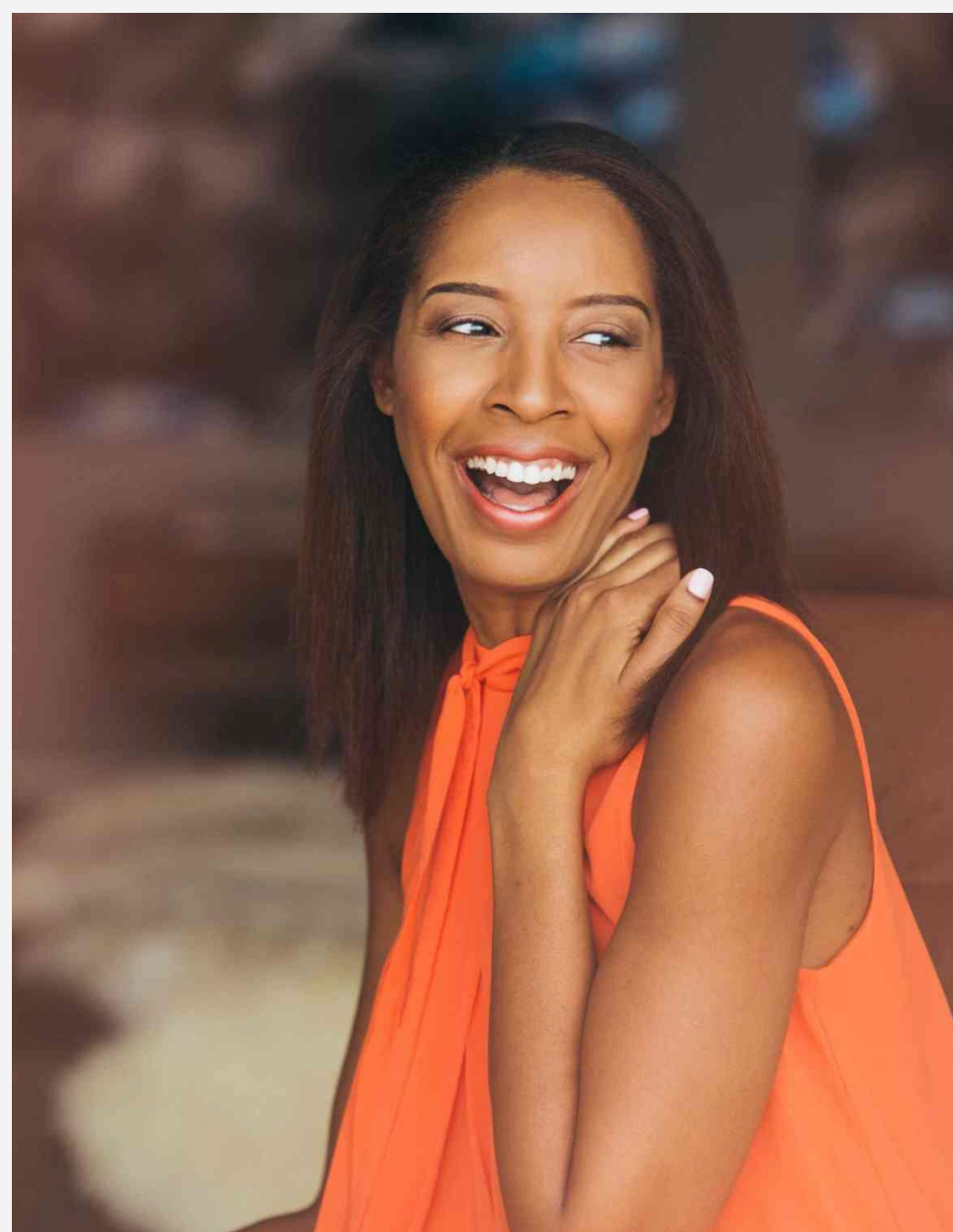


CHRISTINE ST.VIL |
BLOGGER,
FOUNDER, MOMS
N CHARGE



MICHELE THORNTON GHEE
AUTHOR, SVP,
BETHER

/ Possible 2018 Retreat Speakers



SYBIL AMUTI | FLEX & SHANICE
CEO, CO-FOUNDER ACTORS, SINGER,
OF GREAT CELEBRITY
GIRLFRIENDS PARENTS

MIKKI TAYLOR | DONDRE WHITFIELD
AUTHOR, EDITOR
AT ESSENCE

STEPHANIE BAVARO
ACTOR

AUTHOR,
MOTIVATIONAL
SPEAKER

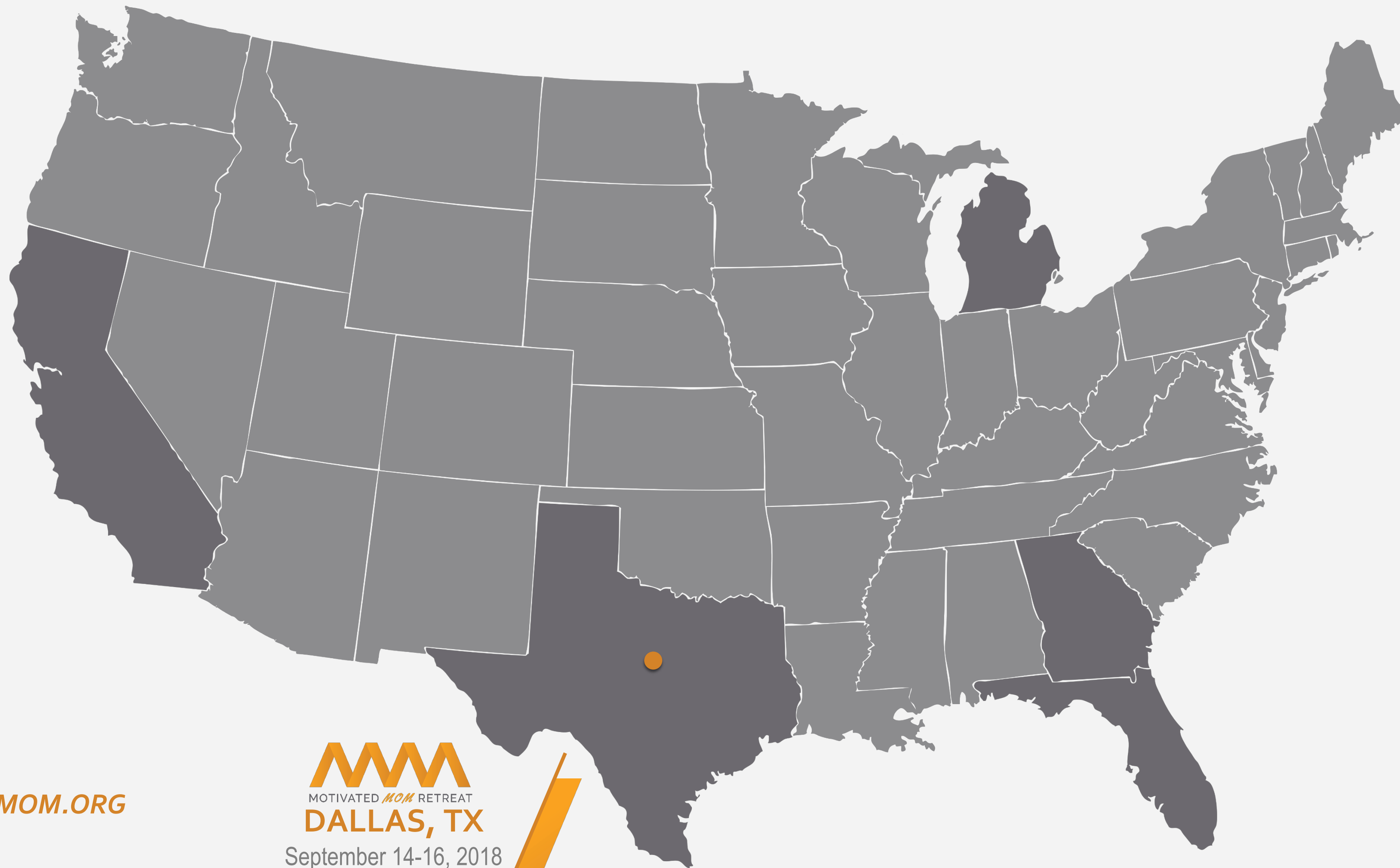


/ I HAD TO CHANGE MY PERSPECTIVE TO CHANGE MY LIFE. /

"Today I attended a wonderful power event. It really inspired me and got me back to thinking of creative ways to revamp not only me as a person but my business... I met amazing women all over.

Thank you Latoyia Dean-Dennis ♡ of Motivated Moms Tour!" – Riska Crowder

2018 RETREAT LOCATION



Check out **MOTIVATEDMOM.ORG**
for more information.

MM
MOTIVATED *MOM* RETREAT
DALLAS, TX
September 14-16, 2018

MARKETING AND DEMOGRAPHICS

RADIO ADVERTISING & PROMOTIONS:

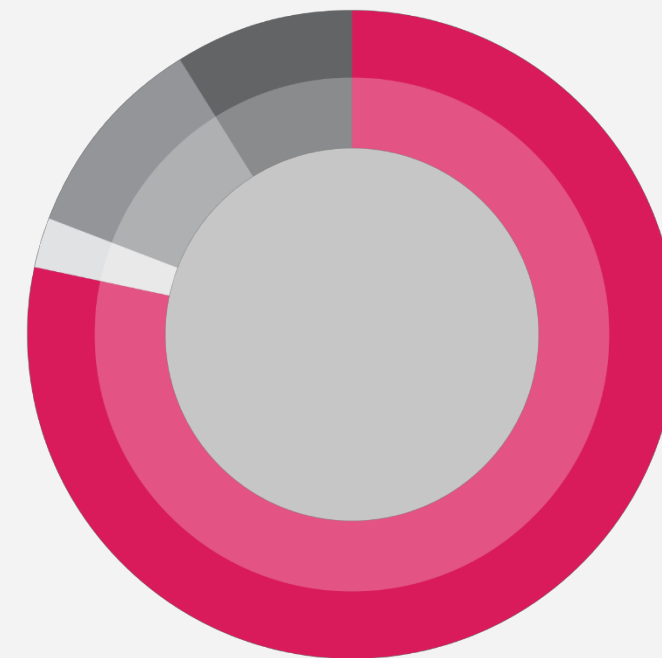
- / 4-6 Markets (Dallas, Houston, Chicago, Atlanta, Los Angeles, Newark)
- / Mother's Day Winning Weekend with "Register One, Get One 50% Off"

SOCIAL & DIGITAL MEDIA:

- / The Boss Network
- / TheRoot.com
- / Parenting Magazine
- / Several Mommy Blogs, Pages and Websites
- / Banner Ads on various sites and radio stations
- / Consumer content messaging and engagement across all social media platforms with all speakers and talent.

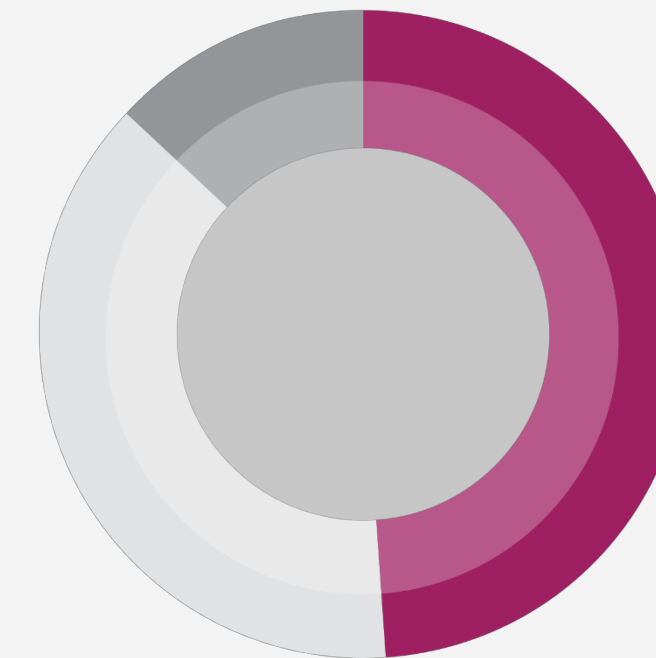
OUTDOOR ADVERTISING:

- / Key Markets – Houston, Dallas, San Antonio, Austin



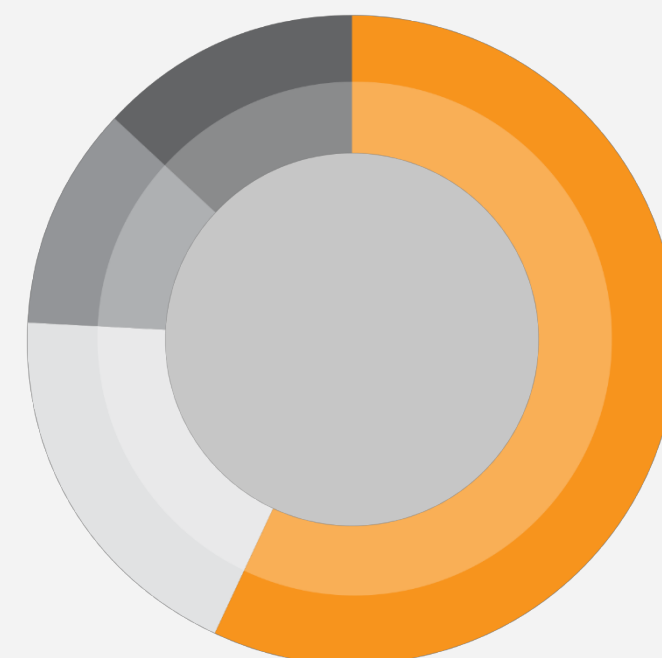
ETHNICITY

- 82% African American
- 3% Hispanic
- 8% Caucasian
- 7% Other



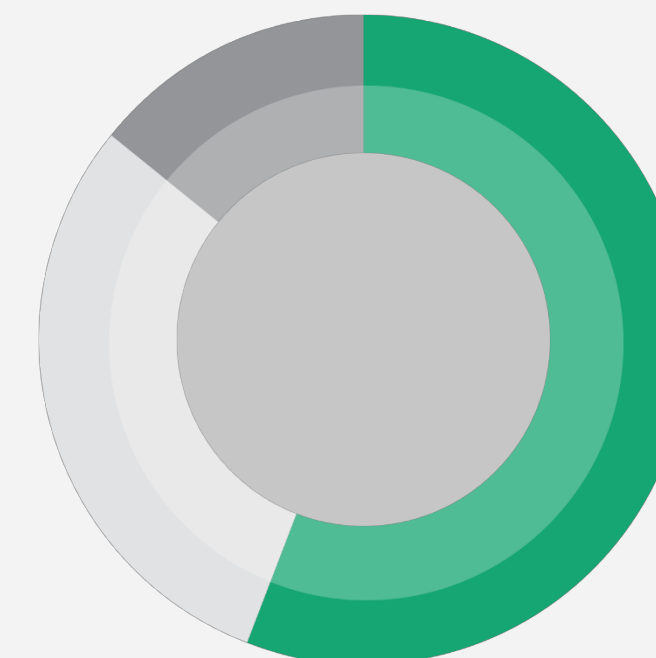
AGE

- 49% [31-45]
- 38% [21-30]
- 13% [46+]



INCOME

- 57% [\$75K-\$99K]
- 19% [\$50K-\$74K]
- 11% [\$49K & under]
- 13% [\$100K+]



MARITAL STATUS

- 56% Single
- 30% Married
- 14% Divorced/Widowed

/ 2016-2017 TOUR RECAP

TOUR SPEAKERS



STATISTICS

9 MARKETS / MORE THAN 100M SOCIAL MEDIA IMPRESSIONS / OVER 100 MEDIA OUTLETS
OVER 1300 ATTENDEES / MORE THAN 50 INFLUENCER/SPEAKERS



SPONSORSHIP OPPORTUNITIES

*"Surround yourself with people who support you.
Find champions." – Sarah Gavron*

PRESENTING SPONSORS OPPORTUNITIES



GENERAL SESSIONS & EMPOWERMENT LUNCHEONS

Daily General Sessions including the Opening General Session with Keynote Speaker Cookie Johnson.



PAJAMAS, PINOT, & PAINTING

Moms will have an opportunity to network, paint and party at the ultimate Pajama Party!



MOM OF THE YEAR "CONVERSE & COCKTAIL DRESS" SOIREE

During a seated dinner Moms will experience an evening with a Seated Dinner, the Motivated Dad Panel, Fashion Show, and a Dance Floor.



VISION BOARD WORKSHOP

Moms will engage in an interactive vision board class!

/ TITLE SPONSOR

\$75,000

DURING THESE TWO DAYS, YOU WILL LEARN HOW TO:

- / Highlighted as Motivated Moms Retreat Title Sponsor
- / Two (2-3) minute main stage moment during event
- / Prominent signage throughout event
- / Recognized on national and local media (Radio, Print and Web)
- / Logo in (3) Pre-Event Email Blast (100K+) and (5) Social Media Posts
- / (1) :30 Sec. PSA/Promotional Ad on each day on main stage
- / Opportunity for you and representative to serve as a speaker with sponsored workshop
- / Three (3) dedicated Influencers to promote content at each stop
- / Organizational mention in all press releases
- / Prominent Logo placement on post event video
- / Exhibit Space on site at event
- / Ten (10) Motivated Moms Retreat Registrations
- / Motivated Mom blog post, content video, and five (5) social shares.
- / Opportunity to provide company branded tokens of appreciation to attendees



ADDITIONAL SPONSORSHIP LEVELS

PRESENTING SPONSOR

\$50,000

- / Highlighted as Motivated Moms Retreat Motivational Sponsor on website
- / Prominent signage throughout Retreat
- / Recognized on national and local media (Radio, Print and Web)
- / Logo in (3) Pre-Event Email Blasts (100K+) and (3) Social Media Posts
- / (1) :15 Sec. PSA/Promotional Ad
- / Opportunity for a brand representative to serve as a speaker at one Retreat site
- / Two (2) dedicated Influencers to promote content at each stop
- / Organizational mention in all press releases
- / Logo placement on post event video
- / Exhibit Space at each Retreat site
- / Two (2) dedicated influencer to promote content
- / Seven (7) Motivated Moms Retreat Registrations
- / Opportunity to provide company branded tokens of appreciation to attendees

HEALTH & WELLNESS SPONSOR

\$25,000

- / Highlighted as Motivated Moms Retreat #MomLife Sponsor
- / Signage throughout Retreat
- / Recognized on national and local media (Print and Web)
- / Logo in (3) Pre-Event Email Blasts and Social Media Posts
- / (1) :15 Sec. PSA/Promotional Ad
- / Organizational mention in select press releases
- / One (1) dedicated Influencer to promote content at each stop
- / Logo placement on post video
- / Exhibit Space at each Retreat site
- / Five (5) Motivated Moms Retreat Registrations
- / Opportunity to provide company branded tokens of appreciation to attendees

EMPOWERMENT SPONSOR

\$15,000

- / Highlighted as Motivated Moms Retreat Engaged Sponsor
- / Signage throughout Retreat
- / Recognized on national and local media (Print and Web)
- / Logo in (3) Pre-Event Email Blasts and Social Media Posts
- / Organizational mention in select press releases
- / Logo placement on post video
- / Exhibit Space at each Retreat site
- / Three (3) Motivated Moms Retreat Registrations
- / Opportunity to provide company branded tokens of appreciation to attendees

ENGAGED SPONSOR

\$10,000

- / Highlighted as Motivated Moms Retreat Participating Sponsor
- / Signage throughout Retreat
- / Recognized on local media (Print and Web)
- / Logo in (3) Pre-Event Email Blasts and Social Media Posts
- / Organizational mention in select press releases
- / Exhibit Space at Retreat site
- / Two (2) Motivated Moms Retreat Registrations
- / Opportunity to provide company branded tokens of appreciation to attendees

FOR MORE INFORMATION CONCERNING PARTNERSHIP OR A CUSTOMIZED PACKET, PLEASE CONTACT:

LATOYIA DENNIS – Motivated Mom | Influencer | Consultant
P: 817.800.5529 | LaToyia@latoyiadennis.com



THANK YOU

*"Gratitude makes sense of our past, brings peace for today,
and creates a vision for tomorrow." – Melody Beattie*