

The background of the entire image is a photograph of a large crowd of people, primarily young women, with their hands raised in the air. The image is overlaid with a semi-transparent purple filter. The text is centered and white, providing a strong contrast against the background.

MICHELLE DELAMOR

PRESENTS

THE **NO GIRL LEFT BEHIND** TOUR

An empowering, entertaining and life transforming experience
focused on uniting girls, building confidence and reducing bullying.

THE **NO GIRL LEFT BEHIND** TOUR

In partnership with her Non- Profit Organization, NO GIRL LEFT BEHIND, Michelle Delamor and her team will reach over **5,000 students** in **5 schools** set for Dec. 11th-15th of 2017 with a life transforming experience.

Think Tony Robbins meets Beyonce!

Michelle and The No Girl Left Behind team will facilitate a ground breaking, soul shaking, high energy, interactive and uplifting workshop topped with an unforgettable performance with your brand featured throughout.

"It's like I was holding onto a weight and thought I was alone but I'm not! I'm a part of a sisterhood and I feel like I belong."

-Isabel Rodriguez

"I loved the workshop! I feel like I can go out into the world and do anything!"

-Anna Rose

"I left the workshop buzzing with energy! "

-Jessica Smith

*No matter what challenges you may face, you have everything within you to rise and **"Keep On Moving!"***

MISSION

EXECUTE

Execute a meticulously planned tour that creates a lasting connection with thousands of teens.

IMPACT

Impact the students with a life transforming and uplifting experience, which will result in them having a positive emotional association with your brand

DELIVER

Deliver value through streamlined collaboration, dynamic content and innovative strategies.

ACTIVATE

Activate the students through engagement strategies creating connectivity so that we can re-promote and grow with the audience.

STRATEGY

Build a buzz and expand brand awareness by engaging the first 5 thousand students

December 11th-15th we will present a two hour dynamic interactive event at 5 schools with an average of 1000+ students per school in attendance.

Amplify conversions by Gamifying the experience

In person cell phone text driven give away contests at each event that collects phone numbers, tracks engagement, and includes a fan gate that requires the students to follow **@YourBrand**, @officialnglb and @michelledelamor with the push of a button for their chance to win on the spot.

Increase campaign's virality

Professional film team will be following Michelle and the NGLB team throughout the tour capturing *shareable moments* rolled out consistently on social media as **"Your Brand Presents"** episodes along with viral contests that will drive traffic to your brand.

2017

2018



DEMOGRAPHICS

5,000+

14-18

Tour audience

Age Group

Ethnicity

Latin

African American

Caucasian

Other

60%

20%

15%

5%



SOCIAL REACH

NGLB Team collective followers - 100,000+

3 Million+ Influencer following network

65%

14-35

Audience

Age Group

35%

14-35

This audience is highly viral. When they connect with a product/brand on average they share with 5 friends.

NO GIRL LEFT BEHIND

Uniting and empowering girls globally!



MEET THE TEAM

Michelle Delamor

President, Co-Founder
Recording Artist, Motivational Speaker

Charlotte Delamor

Vice-President, Co-Founder
Fashion Model, Artist Manager

Nataly Valenzuela

Director, Team Leader
TV & Radio Personality,
Motivational Speaker

Chantal Dube

*Director Of Partnerships,
Team Leader*
Educator, Entrepreneur

Erica Bachelor

*Marketing Director, Team
Leader*
TV Host (E! News, etc)
Marketing for The Hard
Rock, Miami Dolphins etc.

Katawna Henderson

*Executive Assistant,
Team Leader*
Former Houston Texan
Cheerleader, Dancer

– BOARD OF ADVISORS –



Alicia Harris

Legal operations director for
The Walt Disney Company



Ken Rutkowski

Technology Mogul
Global Ambassador Hyperloop TT



Mike Tanzer

Founder of Redtape X
Marketing/Branding
(Alicia Keys, Snoop Dogg etc.)



Yvonne Faison

Director of partnerships/
memberships for
The Recording Academy
(Grammys)



Nicholas Ferroni

Award winning educator, activist
Named one of the 50 most
influential people (People Mag.)



Armando Tam

Founder of TitosMundo Inspira Gear
Known for his understanding of “All
things Latino” from a marketing
perspective.

MICHELLE DELAMOR

Ascending through adversity while distinguishing her innate ability to command an audience, Michelle Delamor landed a spot as a finalist on American idol after competing with 110,000 singers across the nation and received critical acclaim world wide.

As a multi-lingual and culturally diverse entertainer, Michelle has traveled the world, performing in different languages and experiencing many distinct cultures first-hand.

In collaboration with grammy nominated producer, ILL Factor, Michelle is set to release her debut EP this winter which includes "Keep on Moving" featured in the 2018 edition of JUST DANCE, the best-selling dance video-game franchise of all time.

Michelle's artistry is fueled by a desire to positively impact lives. She uses her voice not only for song but motivational speaking as well with a strong focus on female empowerment. Along wither sister, Michelle co-founded No Girl Left Behind, a non-profit organization dedicated to uniting and empowering girls globally!

"Michelle is a very polished professional singer. She is a star."
- Simon Cowell





USA
TODAY

"Michelle commands the stage."
- *USA Today*

MEDIA PRESENCE

The San Diego
Union-Tribune

"One of the stars of tomorrow."
- *The San Diego Union Tribune*

PETA


"Michelle Delamor is OUR American Idol."
- *PETA*

The Seattle Times

**"She's had the best combination of skill
and stage presence of anyone all night.
Folks, we have a new leader in..."**
- *The Seattle Times*

MIAMI
New Times



 **PopWatch**

Chicago Tribune



ALEΘRIA

The Miami Herald



**YOUR
BRAND**

TOUR HIGHLIGHTS

Direct interaction

**Reach 5,000+ teens
in person**

**Expose your brand to a 3
Mil+ Influencer network**

**Press Release/Media
Tour reaching 2 million+
Unique visitors**

**Promote to 100,000+
Collective followers**

SPONSOR PACKAGES

\$5,000

- ◆ *Your Brand* promoted in all 5 schools to over 5,000 girls ages 14-18
- ◆ *Your brand's* logo/promo ad projected on a large screen during the event seen by 5,000+ Teens
- ◆ *Your brand's* Promo material handed out to all girls
- ◆ 1 Viral contest/giveaway promoting *your brand's* products/service engaging a collective following of 100,000+
- ◆ Fun and engaging contest/giveaway promoting *Your brand* at all 5 schools
- ◆ Category exclusivity in event driven advertising and promotional media

\$10,000 Everything included in the 5k package +

- ◆ Professionally filmed video of Michelle/NGLB team interacting with your brand posted on social media to 100,000k+ followers
- ◆ Your brand featured in 5 Social Media episodes released to a following of 100,000k+

\$20,000 Everything included in the 10k package +

- ◆ "YOUR BRAND PRESENTS" at the opening of the episodes following the tour journey to be released 2 times per week during the tour and continuing for a month following the tour (Total of 10 episodes/posts)
- ◆ Your brand/Product placement in Michelle Delamor's music video
- ◆ Tap into our network of 3 Million+ Influencer following through posts that will feature your brand
- ◆ Mention *Your brand* in major press release and media tour (KTLA morning show, Good Day LA, Huffington Post, Yahoo News etc. reaching 2 million + Visitors/viewers)
- ◆ *Your brand* featured in Bottle and Heels blog (500,000 weekly visitors) geared towards young moms
- ◆ Include a call to action as part of the in-person contest where the students follow @YourBrand on instagram for their chance to win a prize on the spot at the event. This will take place at all 5 events.