



FIFTH ANNUAL

DreamGIRL

LUNCHEON

BE BOLD &
▶▶ DREAM BIG

AUGUST 25TH, 25TH, 26TH

**THE DREAM BIG
EXPERIENCE** 
WEEKEND





A MOTIVATIONAL NETWORKING EVENT

for Entrepreneurs and Dreamers
presented by

Lori Battle



Mission Statement

The Dream Big Experience Weekend featuring **The Dream Girl Luncheon** is a 3-day motivational networking platform that brings together passionate and driven multicultural women and men to a space of empowerment. Our mission is to light the entrepreneurial spirit of all women and men in attendance.

While offering Inspiration, we want to Celebrate the accomplishments of women and men who have dared to **DREAM BIG** in all facets of life and to **Empower** those with a strong desire of entrepreneurship to make big dreams a reality.

In 2018 our theme is "Be Bold & Dream Big" and this year we want to help over 500 entrepreneurs who will be attending to press play on their dreams and with your sponsorship of this event, we can do it together. **Thank you!**



ABOUT MY *Dream*PRENEURS

Our **DREAMPRENEURS** are entrepreneurial dreamers and aspiring business owners.
Business professionals from all backgrounds, across all occupations:

***Finance | Technology | Communications | Entertainment
Business Management | Legal Counsel***

2017 ATTENDEES	AGE - GENDER		BACKGROUND	
<i>Guests +500</i>	<i>21-34 32% M: 25%</i>	<i>35-49 68% F: 75%</i>	<i>AA 60%</i>	<i>Other 40%</i>



*Dream*GIRL
LUNCHEON

Presented by

Lori Battle

KEYNOTE SPEAKER

EVENT DETAILS

FIFTH ANNUAL

DREAM GIRL LUNCHEON

►► Be Bold & Dream Big
Presented by Lori Battle

DATE SAT | AUGUST 25TH | 2018

TIME Red Carpet 10AM
Luncheon 12:00PM

LOCATION

THE SOFTEL LUXURY HOTEL
AT BEVERLY HILLS
8555 BEVERLY BLVD.
LOS ANGELES, CA.
90048



JANICE BRYANT HOWROYD

JANICE BRANT HOWROYD is the founder and CEO of multinational employment agency, Act1 Group, and the featured keynote speaker at the 2018 Dream Girl Luncheon.

An accomplished businesswoman, educator, and philanthropist, Howroyd is recognized as the first African-American woman to operate a company generating \$1 billion in revenue. Currently, she ranks #39 on Forbes's list of America's Richest Self-Made Women, and has held this position for two years consecutively.

Howroyd has an estimated network of \$420 million in June 2016, according to Forbes. Her organization is the largest employment agency in the United States that is owned by a minority woman. Howroyd was born in North Carolina and she attended the North Carolina Agricultural and Technical State University where she received her bachelors' degree in English. After completing her graduation, Howroyd shifted base to Los Angeles where she worked for Billboard magazine.

In 1978, she started her venture named ACT 1 in a small office in Beverly Hills and her first client was in fact Billboard magazine. Today, ACT 1 has offices in 75 cities across the US and some of its clients include Cingular, Ford Motor Company and Sempra Energy. In 2005, Howroyd was awarded the Spirit of American Enterprise Presidential Award and just three years later, she was declared Entrepreneur of the Year by BET.

"COME WITH YOUR DREAMS, LEAVE WITH ENDLESS POSSIBILITIES!"



DreamGIRL LUNCHEON

Presented by Lori Battle

SPONSORSHIP TIERS



PLATINUM PACKAGE

DIGITAL ACTIVATION

Exclusive sponsor of our
Dreampreneur of the Year
Award segment.

Logo inclusion on Dream Big
Experience Weekends homepage

Recognition in all press releases.

Logo inclusion in all email blasts.

Sponsored contests & ticket giveaways
promoted via Social Media.

Logo Inclusion in Official
event Recap Video
(With 3-5 second video sponsor
pre-roll integration provided by sponsor)

Custom Social Media Hashtag integration.

Custom Snapchat geofilter.

ON-SITE ACTIVATIONS

"PRESENTED BY"

Everywhere the Fifth Annual Dream
Girl Luncheon is mentioned.

Brand Mention during
Thank you portion.

Banners and Signage Dressed
Throughout main Ballroom.

Naming rights to main stage Area.

Logo step & repeat branding.

Full page ad included in program
[Sponsor responsible for providing
approved ad]

Branded social media bar
[Photo Booth, Gift Booth, branded
area for online sharing]

Co-branded dream bags which
include keepsakes inside for all
attendees (in-kind items optional).

Brand spot displayed on
monitors and open signage
throughout venue
[No audio-just visuals]

Two reserved tables for VIP guests
(16-20 seats)

SPONSORSHIP

The Dream Girl Luncheon
Saturday August 25th

GOLD PACKAGE

ON-SITE ACTIVATIONS

"PRESENTED BY"

Everywhere the Fifth Annual
Entrepreneurs Experience Awards
Presentation is mentioned.

Brand Mention during
Thank you portion.

Banners and Signage Dressed
Throughout main Ballroom.

Logo step & repeat branding.

Brand spot displayed on
monitors and open signage
throughout venue
[No audio-just visuals]

Co-branded dream bags which
include keepsakes inside for all
attendees (in-kind items optional).

One reserved table for VIP
guests (8-10)

Full page ad included in program
(Sponsor responsible for
providing approved ad)

DIGITAL ACTIVATION

Exclusive sponsor of the
Entrepreneurs Experience
Award Winners

Logo inclusion on Dream Big
Experience Weekends homepage.

Recognition in all press releases.

Logo inclusion in all email blasts.

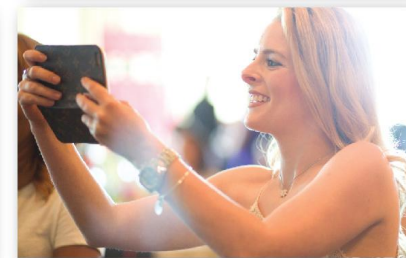
Sponsored contests & ticket
giveaways promoted
via Social Media.

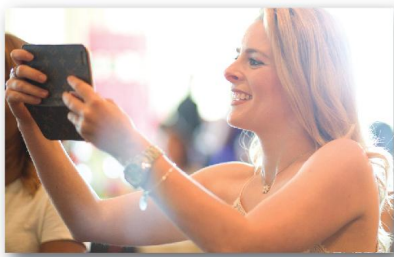
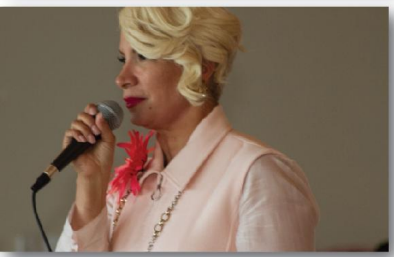
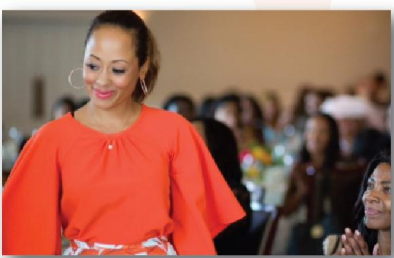
Custom Social Media
Hashtag Integration.

Custom Snapchat Geofilter.

DreamGIRL LUNCHEON

Presented by Lori Battle
SPONSORSHIP TIERS





SILVER PACKAGE

DIGITAL ACTIVATION

Logo inclusion on Dream Big Experience Weekends homepage.

Recognition in all press releases.

Logo inclusion in all email blasts.

Sponsored contests & ticket giveaways promoted via Social Media.

Exclusive sponsor of the community awards recognition segment

ON-SITE ACTIVATIONS

"PRESENTED BY"

Everywhere Fifth Annual Inspirational Experience is mentioned.

Naming rights to main stage Area.

Logo step & repeat branding.

Co-branded dream bags which include keepsakes inside for all attendees (in-kind items optional).

Brand mention during thank you portion.

Five Passes and reserved seating for VIP guests.

Full page ad included in program (Sponsor responsible for providing approved ad)

SPONSORSHIP

The Inspirational Experience
Sunday August 26th

Speakers and Performers

past and present

**the dream big
experience weekend**



REBECCA & TERRY CREWS
ACTORS, WRITERS, PRODUCERS
2M FOLLOWERS



SUMMER HELENE
EXEC VICE-PRESIDENT PARAMOUNT
6M RADIO LISTENERS



ESSENCE ATKINS
ACTOR, PRODUCER, WRITER
200K FOLLOWERS



JANICE FREEMAN
THE VOICE FINALIST
40K FOLLOWERS



NELLIE AKALP
CEO CORPNET
SELF-MADE MILLIONAIRE

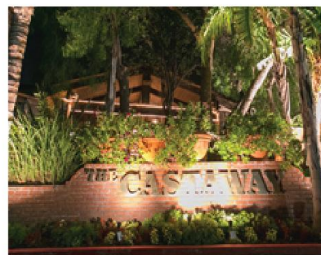


ENDYIA KINNEY-STERNS
VICE-PRESIDENT OF PROGRAMMING
O.W.N. OPRAH WINFREY
NETWORK

Host Venues



THE SOFITEL HOTEL
Beverly Hills, CA



THE CASTAWAY
Burbank, CA



THE SHERATON HOTEL
La Jolla, CA



THE HILTON HOTEL
Raleigh, NC

Sponsorship Packages

**THE PLATINUM
PACKAGE**

\$5,000

REG. \$10,000

**THE GOLD
PACKAGE**

\$2,500

REG. \$5,000

**THE SILVER
PACKAGE**

\$1,500

REG. \$2,500

Previous Sponsors



DIABOLO
French Soda





DreamGIRL LUNCHEON

Presented by *Lori Battle*



CONTACT

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Beverly Hills, CA

THANK YOU!

