

Afros & Rizos

Tour / Summer Event

Event Sponsorship Proposal

Meet Le_Frosie

Kilsa Rodriguez, *Bilingual Hair & Beauty Vlogger*

Social Media Handles

- **Instagram:** @le_frosie
- **Youtube:** youtube.com/c/kilsirodriguez
- **Facebook:** Le Frosie's Corner

Social Media Influence

- **Instagram:** 41.5k
- **Youtube:** 3.8K
- **Facebook:** 1k
- **Mailing List:** 300 subscribers



About Me

Education

I graduated from University at Albany in 2012 and received my Master's in Education Degree from Hunter College in 2014. Currently I work as High School Business Teacher.

Natural Hair Journey

I decided to stop perming my hair my senior year of college in 2012. I transitioned for three years and big chopped in June of 2015. As a Latina with kinky curls, I felt that there wasn't enough representation of my type of hair in the media, Instagram & YouTube. I decided to learn as much as possible about how to care and style my type of hair.

The Social Media Journey

In December of 2015, I started my Instagram page (Le_Frosie) to inspire those who also felt underrepresented. I love caring for my hair and showing others how beautiful our natural hair is.

My Motto: *Inspire. Empower. Create Your Own Beauty Standards*



Afros & Rizos 2017

Date: July 29th, 2017

Location: Brooklyn

Number of tickets sold: 150

Media Feature:

<http://remezcla.com/features/culture/8-latinas-at-afros-and-rizos/>

Empower Sponsor: Lottabody

Beauty Sponsors: Uncle Funky's

Daughter, Made Beautiful, Miss Jessie's, Jane Carter Solution, Doo Gro, NYC Curls, Alikay Naturals, Lottabody, For.ti.fy'd Naturals, Taliah Waajid Brand, Ebene

Standard Sponsors: Snappee, Asadora, Patchology, Fulfillity Hair, Curls Dynasty, Sassy Hair Cap, ShopSkatsz, Uncle Funky's Daughter.

Stations Recap

1. Flower Crown- Guest were able to stop by and adorned their crown with Baby's Breath flowers.
2. Natural Hair Journey Jenga- Guest were able to networking with a little self-love!
3. Inspirational Button Making- Guest were able to create buttons, key chains or mirrors with different empowerment phrases and/ or pictures.
4. Paint & Sip- Guest received a crash course on the art of painting and were able to walk away with their own masterpiece.
5. Product Swap- Guest were able to pick and choose between gently used products!

Curltalk Panel / DJ / Performances

1. The panel will included one beauty expert and a health & fitness expert.
2. We had DJ Museam
3. One spoken word artist.

Food & Drinks

1. Food: We had a variety of Latinx inspired appetizers & desserts.
2. Drinks: We had a variety of Latinx inspired drinks.
3. Icee: We had MAMITA'S ICES thanks to our sponsor MAMITA'S ICES.

Afros & Rizos College Tour / Summer Event Details

Tagline: *Afros & Rizos: The College Tour*

Dates: February, March, April

Time: 4-8pm

Est. Attendees: 300 (100 at each university)*

Tour Wrap Up NYC Event:

Date: July 28th, 2018

Time: 5-9pm

Est. Attendees: 250*

** Numbers are based off the 2017 Afros & Rizos guest attendance and interest.*

Afros & Rizos' Social Responsibility

25% of every ticket will be used to sponsor free educational events, programs, clubs and scholarships for high schools students.

The events will be planned and executed by the Afros & Rizos Team.

We have a goal of \$4,000.

Afros & Rizos College Tour / Summer Event Details

Tour Features:

- Photo booth
- Giftbags
- Raffle
- Drinks
- Hors d'oeuvre appetizers & dessert
- **Interactive Stations**- Flower Crown Bar, Button Making, Product Swap, Natural Hair Journey Games, Paint & Sip
- CurlTalk Panel Discussion featuring Hair & Beauty Experts
- Live DJ
- Co-Host Organization Activity of Choice
- Beauty Bar: Live Demo
- Vendors

Summer Wrap Up Event Features:

- Photo booth
- Gift Bags
- Raffle
- Traditional Latinx inspired Drinks
- Traditional Latinx inspired hors d'oeuvre appetizers & dessert
- **Interactive Stations**- Flower Crown Bar, Button Making, Product Swap, (2-3) Natural Hair Journey Games, (2) Paint & Sip
- CurlTalk Panel Discussion featuring Hair & Beauty Experts
- Live DJ
- Beauty Bar: Live Demos (2-3)
- Vendors

Locations

February

State University of New York at Old Westbury

March

University at Albany & The College of St. Rose

April

Syracuse University

July

New York City

Sponsorship Opportunities

Inspire- Presenting Sponsor (1)

Empower- Title Sponsors (2 per event, total of 8 spots)

Beauty- Gift Bag Sponsor

Standard- Raffle Sponsor

Sponsorship Opportunities

Inspire: Presenting Sponsor: \$3000

1. Logo inclusion on step & repeat and recognition as presenting sponsor of tour and wrap up event
2. Logo inclusion on **ALL** online and offline promotions for entire tour
 - a. Website- www.afrosandrizzos.com
 - b. Social Media
 - c. Email Blasts
 - d. Event Program
 - e. Eventbrite Page
3. Clickable banner ad on website homepage
4. Clickable logo on sponsor page on our website.
5. Customized Instagram (3) & Youtube (2) collaboration—a combination of giveaway, product review, picture, live and/or story feature, photoshoot, commercial, unboxing, etc
6. Customized Snapchat GeoFilter
7. Logo on event staff T-shirts
8. Vending Table and area for setup of promotional materials with linen provided
9. During the events
 - a. one of our attendees or host will do a Video Brand Shout Out on Snapchat & Instagram
10. Time allocated throughout the event to: speak about the brand, host a live giveaway or a 10 minute activity of choice.
11. Post Event
 - a. Mention in event recap video
12. Business card and/or promotional material placed in all Gift bags
13. (4) Free Admissions tickets for each stop.
14. Opportunity to reach over 400 potential consumers in target demographic.

Sponsorship Opportunities

Empower: Title Sponsor: \$500 one tour stop. Discount: \$850- two stops, \$1,225- three stops, \$1,700- all 4 stops

1. Logo inclusion on **ALL** online and offline promotions pertaining to the selected tour stop(s).
 - a. Website-www.afrosandrizes.com
 - b. Social Media
 - c. Email Blast
 - d. Event Program
2. Clickable logo on sponsor page on our website and web page pertaining to the selected tour stop(s).
3. Customized Instagram (1) collaboration- Examples include: giveaway, product review, picture, live and/or story feature, photoshoot, commercial, unboxing, etc ***(If multiple stops are selected you'll receive 2 Instagram collaborations of choice)***
4. Vending Table and/or area for setup of promotional materials with linen provided
5. Time allocated to host a live giveaway or 5 minute activity of choice at event(s).
6. Pre-event
 - a. Instagram Story Individual Brand Mention(s)
7. During the event(s)
 - a. one of our attendees or host will do a Video Brand Shoutout on Snapchat & Instagram
8. Post Event
 - a. Mention in event recap video
9. Business card and/or promotional material placed in all Gift bags
10. (2) Free Admissions tickets
11. Opportunity to reach over 400 potential consumers in target demographic.

Sponsorship Opportunities

Gold- 4 Stops (400 products)

Silver- 3 Stops (300 products)

Bronze - 2 Stops (200 products)

Purple - 1 Stop (100 Products)

Beauty

Gift Bag Sponsor: Contribute products Gift bags

1. Logo inclusion on **ALL** online and offline promotions pertaining to the selected tour stop(s).
 - a. Website-www.afrosandrizzos.com
 - b. Social Media
 - c. Email Blast
 - d. Event Program
2. Clickable logo on sponsor page on our website and web page pertaining to the selected tour stop(s).
3. Pre-event
 - a. Instagram Story Individual Brand Mention(s)
4. During the event(s)
 - a. one of our attendees or host will do a Giftbag Video Brand Shout Out on Snapchat & Instagram
5. Post Event
 - a. Mention in event recap video
6. **Gold Sponsors:** Customized Instagram (1) collaboration- Examples include: giveaway, product review, picture, live and/or story feature, photoshoot, commercial, unboxing, etc
7. Opportunity to reach over 400 potential consumers in target demographic

Sponsorship Opportunities

Standard

Prize Sponsor: Contribute product or service as a prize for raffle for each stop (4 minimum)

1. Logo inclusion on online and offline promotions for each tour stop(s)
 - a. Website-www.afrosandrivos.com
 - b. Email Blast
 - c. Event Program
2. Clickable logo on sponsor page on our website and web page pertaining to the selected tour stop(s).
3. Pre-event
 - a. Instagram Story Individual Brand Mention(s)
4. Post Event
 - a. Mention in event recap video
 - b. Prize winners will post a picture and tag brand.
5. Opportunity to reach over 300 potential consumers in target demographic

Contact Information

For more sponsorship information please contact :

Kilsa Rodriguez

Website: www.afrosandrivos.com

Email: info@afrosandrivos.com

Tel: (347) 698-1091