

# *The Mind Body Melanin Wellness Retreat*



## *Sponsorship Opportunities*

The Art of Living Retreat Center  
September 28 - October 1, 2017

[www.mindbodymelanin.com/2017-retreat](http://www.mindbodymelanin.com/2017-retreat)

# Who We Are

Mind Body Melanin Co. is a platform for women of color seeking health and wellness inspiration, resources, and events. We empower women to prioritize self-care, personal health, and overall happiness.



## Retreat Overview

The Melanin Girl Wellness Retreat hosts an atmosphere of peace and serenity, eliminating outside distractions of usual daily living. The retreat will promote self-awareness, inner-peace, stress-relief and energetic recharge through relaxation and meditation. Group therapy sessions at the retreat will provide an outlet for women to resolve internal and external emotional healing. Wellness workshops will provide health and wellness education, as well as, an opportunity to reflect on individual purpose and passion. Through activities such as meditation, yoga, hiking, journaling, and pottery the group will benefit from an integrated learning exchange of thoughts, ideas, and creativity.



## THE MELANIN GIRL WELLNESS RETREAT

A different experience for women in ethnic communities who subconsciously neglect essential self-care and wellness needs. One of very few intimate weekend retreats for African-American and Latina women focusing on personal goals, emotional healing, stress-relief, self-awareness, and inner-peace.

### RETREAT FEATURES:

Stunning natural environment,  
majestic NC mountain views

Hotel Room Accommodations

Activities: Yoga, Pottery, Hiking, Mind  
& Meditation Sessions, Labyrinth,  
Evening Bonfire, Journaling, Creative  
Art Therapy

Three healthy vegetarian meals daily  
Relaxing on-site spa services  
available

Emotional Healing & Group Therapy  
Sessions



# *The 2016 Wellness Retreat*



\*Photo from 2016 Wellness Retreat, formally known as The Holistic Lioness Retreat

## TESTIMONIALS

"This is something that is very much needed in our community. Women of color often do not have a place to retreat and divulge a lot of the things we suppress on an everyday basis." - Ursula, Detroit, MI

"I just really needed some direction after suffering a huge loss the year prior. I didn't think this much transformation could happen in one weekend." - Bryna, Birmingham, AL

"Women of color around the world NEED this. This experience exceeded my expectations." - Katherina, Atlanta, GA

**[Click Here to watch our 2016 Retreat Video!](#)**

# Our Audience



**30** Retreat Attendees

**+4K** Social media reach

**90%** African-American

Primary Age Range

**22-40**

**Cities**

Top 5: New York, Atlanta,  
Philadelphia, Washington DC,  
Los Angeles

# 2017 Sponsorship Packages

## **Mind Body Melanin VIP Gold Sponsor (1) - \$10,000**

**As a VIP sponsor your contribution will go towards sponsoring (5) Chronic Illness or Mental Health Survivor Registration Fees. For each sponsored attendee, the VIP sponsor will be recognized as the title sponsor for our "Melanin Girl Warrior" program on our website.**

- Designated VIP Sponsor table for promotional use, signage, product samples/demo, email subscription sign-up
- Thirty-second promo video to play during opening night and on Facebook + Instagram prior to the retreat
- Solo blog article published about company mission, product offerings, and "Melanin Girl Warrior" sponsorship recognition
- Company name and brand logo with go-to link on Mind Body Melanin website AND retreat page for 12 months
- Two (2) Mind Body Melanin Facebook promotional posts and two (2) Mind Body Melanin Instagram promotional posts
- Email blast to MBM subscribers featuring company mission and products
- One (1) full-page color ad in retreat welcome packet
- One (1) item in the attendee registration bag

## **Mind Body Melanin Silver Sponsor (3) - \$5,000**

**As a Silver Sponsor your contribution will be recognized towards our emotional healing workshop(s):**

**BREAKOUT I: GRIEF, LOSS AND LETTING GO**

**BREAKOUT II: BREATHE IN, BREATHE OUT**

**BREAKOUT III: SELF-CARE FOR EMOTIONAL RESILIENCE**

- Company display on shared sponsor table for promotional use, signage, product samples/demo, email subscription sign-up
- (4) Sponsor Spa Appointment giveaways (valued at: \$150 per person)
- Organization name and brand logo with go-to link on Mind Body Melanin website AND retreat page for 12 months
- Two (2) Mind Body Melanin Facebook promotional posts and two (2) Mind Body Melanin Instagram promotional posts
- Blog article featuring company mission and products
- Email blast to MBM subscribers featuring company mission and products
- One (1) half-page color ad in retreat welcome packet
- One (1) item in the attendee registration bag

# 2017 Sponsorship Packages

## **Mind Body Melanin Bronze Sponsor (5) - \$2,500**

- Company display on shared sponsor table for promotional use, signage, product samples/demo, email subscription sign-up
- Organization name and brand logo with go-to link on Mind Body Melanin website AND retreat page for 12 months
- One (1) Mind Body Melanin Facebook promotional posts and two (1) Mind Body Melanin Instagram promotional posts
- Email blast to MBM subscribers featuring company mission and products
- One (1) quarter-page color ad in retreat welcome packet
- One (1) item in the attendee registration bag

## Sponsor Benefits

- Access to a new, fresh market: over 4,000 millennial women (primarily ages 21-40), Black/Latina, college educated and interested in exposure to health and wellness
- Flexible and customized sponsorship opportunities, we are willing to negotiate and customize sponsorship company exposure to increase ROI
- Virtual presence before and after the event, your company sponsorship will be recognized for an entire year on our website and social media platforms
- Support towards a underrepresented cause to promote health and wellness in ethnic communities

# Meet the Founder



Keisha Faulkner is a New Jersey native and earned her undergraduate degree in Business Administration from Florida A&M University. She is a medical device sales professional by day and aspiring social entrepreneur by night. Keisha is a firm believer and advocate for providing health and wellness resources for under-served ethnic communities.

Mind Body Melanin was created to keep women of color in mind when it comes to providing information and resources within the wellness industry. Black and Latino women are a growing population in need of resources within personal growth, sustained health, and overall happiness!

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**"YOUR MELANIN IS YOUR SPIRIT THAT  
SHINES FROM WITHIN. MIND BODY  
MELANIN INSPIRES WOMEN OF COLOR  
TO PRACTICE SELF-CARE FROM THE  
INSIDE OUT."**

**-Keisha Faulkner, MBM Founder**

# Contact Us

Mind Body Melanin Co.  
P.O Box 29134  
Philadelphia, PA 19127

[www.mindbodymelanin.com](http://www.mindbodymelanin.com)

General Inquiries: [hello@mindbodymelanin.com](mailto:hello@mindbodymelanin.com)

Editorial + Blog: [editorial@mindbodymelanin.com](mailto:editorial@mindbodymelanin.com)

CEO + Founder: [Keisha@mindbodymelanin.com](mailto:Keisha@mindbodymelanin.com)

# Social Media

Instagram: [@mindbodymelanin](https://www.instagram.com/mindbodymelanin)

Facebook: [facebook.com/mindbodymelanin](https://facebook.com/mindbodymelanin)