

A SOULFUL
CHRISTMAS
GALA
SPONSORSHIP
PROPOSAL

16 DECEMBER 2023



SPONSORSHIP LETTER

Dear Potential Sponsor,

We are delighted to announce that we will be hosting A Soulful Christmas Gala & Show on December 16, 2023. As we prepare to create a memorable and enchanting event, we are reaching out to potential sponsors to seek your support in funding this special occasion.

Our goal is to secure \$100,000 in sponsorship, which will serve as the foundation for the event, encompassing various aspects such as exceptional artists, talented performers, and a suitable venue. This financial support will play a crucial role in ensuring the success and quality of the event we are envisioning. In the spirit of giving back during the holiday season, we are proud to share that a portion of the proceeds generated from A Soulful Christmas Gala & Show will be donated to the Ronald McDonald Houses of the Greater Hudson Valley (RMH). As you may know, RMH is located in top children's hospitals, and allows parents who are far from home to stay close to their hospitalized child and benefit from the comforts of home. By becoming a sponsor, your organization will not only contribute to the event's success but also make a meaningful impact on the lives of families in need.

As a sponsor, your brand will receive extensive recognition and exposure. We will feature our sponsors prominently in our Christmas Journal, which will showcase your logo and include a brief description of your organization. Additionally, your logo will be prominently displayed on all promotional materials, including gear, social media platforms, the event website, and various products. Moreover, our gratitude for your support will be expressed through mentions in all interviews and advertisements leading up to the event, further increasing your brand's visibility and reputation.

We believe that a partnership with your respected organization for the A Soulful Christmas Gala & Show would be mutually beneficial. Your sponsorship would not only contribute to the success of the event, but also provide your organization with a unique opportunity to reach a diverse and engaged audience.

We would appreciate the opportunity to discuss the available sponsorship levels and opportunities in more detail.

Thank you for considering our sponsorship proposal. Your support will not only help us create a remarkable event, but also bring joy and warmth to the community during the holiday season.

Warm regards,

Kween Enterprise and Emazin Entertainment



KWEEN ENTERPRISE AND EMAZIN ENTERTAINMENT

Kween Enterprise is a dynamic and comprehensive entertainment company that offers a wide range of services, including full circle event planning, and entertainment coordination. With a deep passion for music and a keen eye for detail, Kween Enterprise strives to create unforgettable experiences for its clients and audiences.

Emazin Entertainment, on the other hand, is a distinguished production company that specializes in crafting music that touches the heart and resonates with listeners. With a team of talented artists and producers, Emazin Entertainment consistently delivers high-quality and emotionally captivating music that leaves a lasting impact.

Both Kween Enterprise and Emazin Entertainment have come together to bridge the gap between music and events, offering a complete event experience. By combining their expertise in music production, event planning, and entertainment coordination, they have created a synergy that ensures seamless and extraordinary events. Together, they bring a unique blend of creativity, professionalism, and innovation to the entertainment industry, leaving a lasting impression on audiences and clients alike.

A SOULFUL CHRISTMAS GALA & SHOW:

A SOULFUL CHRISTMAS GALA & SHOW is an eagerly anticipated event scheduled for December 16, 2023, at the prestigious Westchester County Center in White Plains, NY. This gala aims to bring families with young and college-aged children together, fostering a sense of community during the most wonderful time of the year. With an expected audience ranging from 200 to 500 attendees, the event promises to deliver an unforgettable experience. The main objective is to create a festive atmosphere where guests can come together and enjoy a delightful dinner gala complemented by a captivating show. Moreover, the gala has a philanthropic purpose, as a portion of the proceeds will be donated to a chosen charity, spreading goodwill and making a positive impact. Attendees can look forward to soulful performances by renowned artists such as Angela "Missy" Billups, Ernest Billups & the Tribe of Levi, Angie B, and more. A SOULFUL CHRISTMAS GALA & SHOW is an opportunity for the community to celebrate, support a charitable cause, and create lasting memories during the holiday season.



Angie B



Angela "Missy" Billups



Ernest Billups



GOALS & OBJECTIVES

- ❖ **Goal:** Our primary goal is to create a memorable experience for all attendees at A Soulful Christmas Gala & Show, leaving a lasting impression on their hearts and minds.
- ❖ **Objective:** We will curate a captivating, soulful Christmas theme that evokes strong emotions and resonates with our target audience, immersing them in the festive spirit.
- ❖ **Goal:** We aim to foster strong community engagement by bringing families, individuals, local businesses and community organizations together during the holiday season.
- ❖ **Objective:** By collaborating with local community organizations and schools, we will actively involve families with young and college-aged children, creating a sense of togetherness and community spirit.
- ❖ **Goal:** Our focus is on driving ticket sales and ensuring maximum attendance to make the A Soulful Christmas Gala & Show a resounding success.
- ❖ **Objective:** We will implement targeted marketing campaigns, utilizing various channels such as social media, email marketing, and local media partnerships, to reach our desired audience and generate interest in attending the gala.
- ❖ **Goal:** Securing valuable sponsorships and support is crucial to the success of our event, enabling us to make a significant impact through our chosen charity.
- ❖ **Objective:** We will create attractive sponsorship opportunities that offer tangible benefits to sponsors, showcasing the value of aligning with A Soulful Christmas Gala and its objectives.

MISSION & VISION



Mission:

To create a joyous and soulful Christmas experience that brings the community together, fosters goodwill, and supports charitable initiatives.

Vision:

To be the premier annual Christmas gala that is cherished by families, young individuals, and the community, creating lasting memories and spreading the spirit of love and unity.

Values:

Community: We are dedicated to strengthening community bonds and fostering inclusivity, bringing people of all backgrounds together to celebrate the holiday season.

Excellence: We strive for excellence in every aspect of our event, from curated performances to the hospitality extended to our guests.

Compassion: We are committed to making a positive impact by supporting charitable initiatives and spreading goodwill during the holiday season.

Joy: We aim to create an atmosphere filled with joy, happiness, and festive spirit, ensuring that every attendee leaves with cherished memories.

Creativity: We embrace creativity in our event planning, incorporating unique and soulful elements that captivate our audience and create a memorable experience.



PRE-EVENT CAMPAIGN:

A Soulful Christmas Gala Captivating Theme: Curate a captivating soulful Christmas theme that resonates with our audience and infuse it into all aspects of the event, including venue decor, stage design, music selection, and overall ambiance.

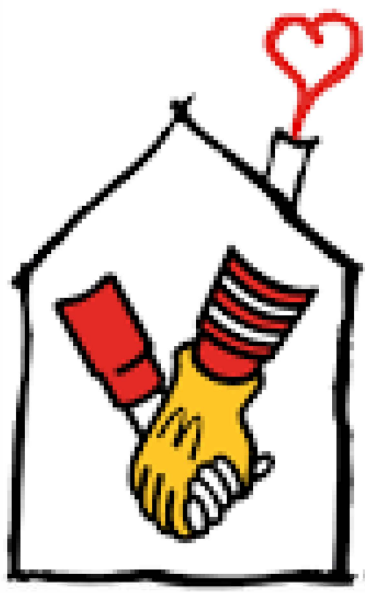
Targeted Outreach: Implement a comprehensive marketing strategy to effectively reach our target audience. Utilize digital marketing channels, including social media, targeted online advertising, and email campaigns. Tailor messages to each audience segment for maximum engagement and conversion rates.

Compelling Messaging: Craft emotive messaging highlighting soulful music performances, the festive holiday spirit, and the opportunity to contribute to a charitable cause. Utilize storytelling techniques to evoke anticipation, excitement, and a sense of community.

Sponsorship Benefits: Develop enticing sponsorship packages offering branding opportunities, VIP experiences, artist access, and recognition in event materials. Showcase the value of partnering with A Soulful Christmas Gala, emphasizing reach, engagement, and community impact.

Event Promotion: Engage in media outreach, press releases, and collaborations with influencers and local media organizations. Leverage social media platforms for event updates, artist spotlights, and exclusive promotions to drive ticket sales and anticipation.

Ticket Sales and Registration: Implement a user-friendly online ticketing platform, offering early-bird discounts, group packages, and incentives. Utilize targeted email campaigns to reach potential attendees, emphasizing limited availability and the unique experience of A Soulful Christmas Gala.

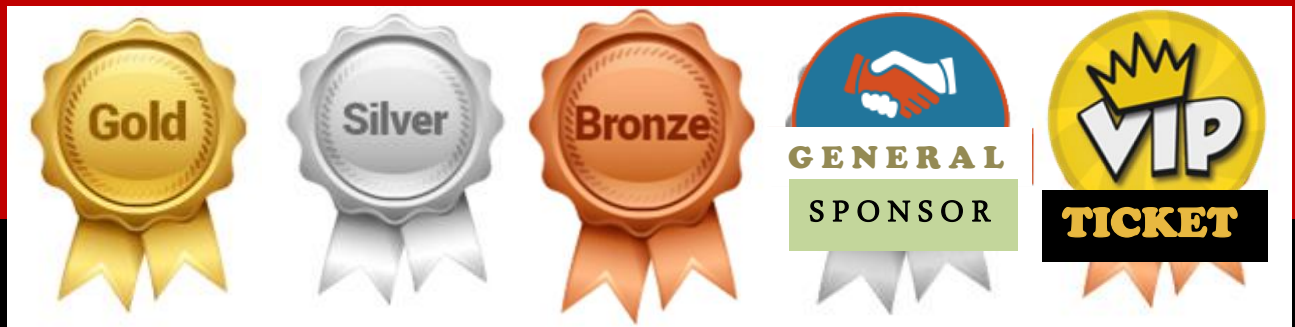


Ronald McDonald
House Charities®
New York Metro



RECOMMENDED

SPONSORSHIP PACKAGES



SPONSORSHIP PACKAGE	GOLD	SILVER	BRONZE	GENERAL SPONSOR	EARLY BIRD VIP TICKET
	(\$5,000)	(\$2,500)	(\$1,000)	(\$500)	(\$175)
Benefits					
Ad in Christams Journal	Full page	Half page	Quarter page	Name listed	Name listed
Logo placement	✓	✓	✓	-	-
Complimentary tickets	Four VIP tickets	Two VIP tickets	Two GA tickets	One GA ticket	One VIP ticket
Backstage artist meet-and-greet	✓	✓	-	-	✓
On-stage recognition	✓	✓	-	-	-
Social media exposure	✓	✓	✓	-	-
Logo visibility in event.	✓	✓	✓	-	-
Social media acknowledgment	✓	✓	✓	-	-
Logo visibility on event website	✓	✓	✓	-	-

THANK YOU



We would be happy to assist you with any questions that you may have or to help you select the ideal sponsorship opportunity for your organization.

CONTACT



kweenenterprise@gmail.com



914-758-8800

SPONSORSHIP CONTRACT FORM



Sponsorship Packages:

<input type="checkbox"/> GOLD	\$5,000
<input type="checkbox"/> SILVER	\$2,500
<input type="checkbox"/> BRONZE	\$1,000
<input type="checkbox"/> GENERAL SPONSOR	\$500
<input type="checkbox"/> EARLY BIRD VIP TICKET	\$175

Sponsor Information:

Sponsor Name: _____

Contact Person: _____

Company Name: _____

Address: _____

Phone: _____

Email: _____

Sponsorship Package: _____

Sponsorship Level: _____

Amount: _____

Signature: _____

Sponsor: _____

Date: _____

Payment Method:

Bank Transfer Details:

Bank Name: _____

Account Name: _____

Account Number: _____

Routing Number: _____

Swift Code (if applicable): _____

Please return the signed contract along with the payment to the following address:

Kween Enterprise C/O Angela Billups
4 Grenada Crescent, Unit 8, White Plains, NY 10603