



2022 YCS STYLE RETREAT

*worthy + winning*

# **SPONSORSHIP + PRESS PACKAGE**

SEPTEMBER 30 - OCTOBER 2, 2022  
GAYLORD NATIONAL RESORT + CONVENTION CENTER  
NATIONAL HARBOR, MD



## ABOUT

### ERIKA CARTLEDGE + YOUR CHIC IS SHOWING



Erika Cartledge is the founder/owner of Your Chic is Showing which offers personal styling and fashion education services, and is home to an award-winning fashion and lifestyle blog. Erika has her certificate in image consulting from IAPO International Association of Professional Image Consultants and specializes in plus sized and full-figured styling, maternity styling, career styling, and special event - wedding, engagement, etc. - styling.

With nearly a decade of experience, Erika has personally styled and educated hundreds of people through one-on-one services, workshops, masterclasses, webinars, publications and blog posts.



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(443) 961-5406

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# AUDIENCE

*Your Chic is Showing (YCS) primarily serves women aged 26 - 60 who are overwhelmingly entrepreneurs, aspiring entrepreneurs, high-level professionals and executives, academics, physicians, and entertainers.*

*Your Chic is Showing has a roster of nearly 100 valued clients, and over 1,500 combined subscribers to the blog and email. Across Instagram, Facebook, Twitter, and YouTube, YCS has approximately 4K loyal and devoted followers.*

## SAMPLE DEMOGRAPHICS

### INSTAGRAM

*Instagram is Your Chic is Showing's most popular social media channel. The data to the right is our most recent demographic information (as of September 22, 2021).*



#### Top Locations

Philadelphia, PA  
Baltimore, MD  
New York, NY  
Washington, DC  
Atlanta, GA

#### Top Age Range

35-44  
25-34  
45-54

#### Gender

Women - 84%  
Men - 16%

## WORKING WITH YOUR CHIC IS SHOWING

*Your Chic is Showing has partnered with a number of brands to bring relevant sponsored content and events to the Your Chic is Showing audience. Past partnerships have included Shapermint, Third Love, Bossy Press Ons, Warby Parker, Blossom Fitwear, and Lane Bryant - Bowie Town Center.*

# ABOUT THE 2022 RETREAT *worthy + winning*

INTIMATE | EXCLUSIVE | LUXURY | ABUNDANCE

The **2022 YCS Style Retreat: Worthy + Winning** is an intimate, exclusive and luxury retreat experience designed to allow attendees the opportunity to unwind and enjoy a weekend getaway with no expense spared.

Attendees to the luxury retreat will spend time nurturing their mind, body, and spirit through various workshops, intimate small group sessions, and private events over the course of three days.

Attendees can expect to attend life changing sessions taught by:

- Shun Strickland, a renowned 6-Figure Strategist, SoulShift expert, and Women's Wealth Advocate
- Jennifer Wagner, an author and body positivity and healthy lifestyle advocate
- Erika Cartledge, a style expert focused on cultivating confidence through fashion, style and a positive mindset

Attendees will also participate in pre-retreat one-on-one styling sessions, a photoshoot, exclusive private dinners, and intimate Girl Chats. All while having access to the variety of amenities - including the spa - located on-site at the resort.

The target audience for this event is Your Chic is Showing clients and perspective clients, female entrepreneurs and founders, high-level professional women and executives, and women seeking luxury travel experiences.



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# SPONSORSHIP OPPORTUNITIES

WE INVITE YOU TO REVIEW THE VARIOUS SPONSORSHIP OPPORTUNITIES FOR THE 2022 YCS STYLE RETREAT.

	TITLE	PLATINUM	GOLD	SILVER	BRONZE	IN-KIND
	\$10,000	\$5,000	\$2,500	\$1,000	\$500	N/A
# of spots	1	2	4	Unlimited	Unlimited	5
"Presented by" branding on all event materials (print + digital)	•					
Press Release Announcing Partnership	•	•				
Sponsored Session	Main sessions (including Live Stream)	1. Girl Chat 2. Pajama Party				
Instagram "Takeover"	•	•	•			
Promotional email to YCS Distribution List	2	1	1			
Pre-event Live Stream via IG Live, Zoom, or Facebook Live	20 minutes	15 minutes	10 minutes	5 minutes		
Rotating Banner Ad on Event Site	•	•	•	•	•	
Logo on Website	•	•	•	•	•	•
Item(s) in Luxury Gift Bag	•	•	•	•	•	•
Digital + Social Media Promotion	•	•	•	•	•	•



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