

Every Woman. Totally Beautiful.

Shades of Beauty™ EXPO

Saint Paul, Minnesota

Little Rock, Arkansas

About The Shades of Beauty Expo

The Shades of Beauty Expo is the freshest and boldest health and beauty event to hit the Twin Cities and Central Arkansas. The 3rd Annual Shades of Beauty Expo will be held on **Saturday, August 11, 2018 at the Saint Paul RiverCentre** and **Saturday, September 29, 2018 at the Little Rock Convention Center**. SOBE'18 has a five-fold goal to:

- **Celebrate** the essence of women of color
- **Educate** women on strategies for self-care through healthy eating, physical fitness, regular doctor visits, and more
- **Inspire** attendees by providing opportunities to learn techniques for better general health and styling techniques
- **Empower** women to love who they are and provide information about available products and resources tailored to their unique health care and cosmetic needs
- **Support Small and Minority Owned Business** by helping to increase their visibility and reach in the community.

The Shades of Beauty Expo 2018 will begin the day with the **Ambassadors of Beauty Brunch** at which we will hear an empowering message from a nationally known speaker and honor individuals and organizations who have worked to foster beauty by improving self-esteem, reducing health disparities among women of color, promoting self-awareness, and motivating "Every Woman to be Totally Beautiful".

Following the brunch, attendees can join us in the exhibit area for:

- Educational **workshops and demonstrations** led by leaders from an array of health and beauty industries
- A diverse **exposition of both local and national small and minority owned businesses**
- **Health screenings**
- A **kid's corner** focused on anti-bullying
- **Giveaways**
- **And more!**

Join us!

It is our desire that attendees of all ages will leave The Shades Of Beauty Expo equipped to take control of their health, inspired to embrace their unique beauty, and committed to empowering others. It is our hope that you will partner with us in this mission by considering the below opportunities for one or both of our 2018 expos. Your generous partnership will allow the Shades of Beauty Expo to:

- Provide **booth scholarships** to small and minority owned business who are just starting out
- Provide **brunch and expo tickets to youth groups as well as underserved women** and youth in the community
- Reach a broader audience to increase attendance **therefore increasing the number of individuals receiving free health screenings and patronizing the small and minority owned businesses being showcased**
- Ensure that we are able to **maintain our high quality of workshops**, panel discussions, and speakers

Sponsorship Options/Benefits	Bronze	Silver	Gold
Investment	\$1500	\$3000	\$5000
Shades of Beauty Expo Booth (if desired)	10 x 10 Corner	10 x 20	10 x 20 Corner
Expo Tickets (If desired, tickets can be donated to underserved women or girls on your behalf)	10	20	30
Opportunity to include premiums and/or brochures in attendee gift bags	✓	✓	✓
Logo and link from Shades Of Beauty Website	✓	✓	✓
Logo Inclusion on SOBE Passport (Attendees completing the passport by visiting each sponsor booth will be entered into a prize drawing)	✓	✓	✓
Multimedia recognition at expo	✓	✓	✓
Name and/or logo on expo advertising (fliers, media ads, press releases)	✓	✓	✓
Facebook Event Page position	Rotating	Rotating	Permanent
Ambassadors of Beauty Brunch table (If desired, tickets can be donated)	½	1	2
Print and multimedia recognition at Ambassadors Brunch		✓	✓
Opportunity to present an Expo workshop or be a panelist		✓	✓
Logo/name on backdrop of attendee photo promo			✓
Interview during live event radio broadcasting			✓

If you are unable to become an event sponsor but are still interested in participating in this year's expo, 10x10 booths can be reserved for \$400 and 10x20 booths can be reserved for \$900. More information and inclusions can be found on the attached application.

Please make plans now to become a SOBE18 sponsor or exhibitor! We look forward to hearing from and working with you!



2018 SOBE Sponsor Application/Agreement

Please remit application to: Highly Favored Events, LLC, 6066 Shingle Creek Pkwy, #1129, Brooklyn Center, MN 55430 Email: exhibit@ShadesofBeautyExpo.com

Organization/Business Name _____

Contact Person _____

Mailing Address _____

Phone _____ Email Address _____

What Is Your Product or Service? _____

Select your Preferred Expo (Register for both Expos to receive 20% off sponsorship/booth fees)

- St. Paul, Minnesota August 11, 2018 Little Rock, Arkansas September 30, 2018

Select your desired Sponsor Participation Level (Commitment level per expo)

- Gold Sponsor - \$5000
 Silver Sponsor - \$3000
 Bronze Sponsor - \$1500

Or, select your Exhibitor Booth Size (Booths include back and side drape, 1 exhibit ID sign, wastebasket)

- 10 x 10 Exhibit Space - \$400 (includes 1 skirted 8 ft. table, 2 chairs, & 2 staff admissions)
 10 x 20 Exhibit Space - \$900 (includes 2 skirted 8 ft. table, 4 chairs, & 4 staff admissions)
 Additional Exhibitor Passes (_____) x \$5.00 each = _____

Sponsor/Booth Fees _____ (-) Multiple Expo Discount _____ (+) Exhibitor Passes _____

Total: \$ _____

Please select a Payment Method

- Corporate check/money order is enclosed
 I would like to pay using a debit/credit card. Please send me an online invoice to the following email address _____

Please Note: Your registration will not be complete until all fees have been received. Sponsorship funds are immediately used to secure important expo items, therefore no sponsorship refunds will be granted. To be included in SOBE18 advertising, **all sponsor logo files are due by May 18, 2018.**