

JOIN US
2018

Soirée
in the
Cities

SOIREE IN THE CITIES 5TH ANNUAL

Girls Night Out

TOUR WITH US IN 2018

PA | DC | NYC | LA | NC | TX |
FL | GA | SC | MD | NEW! DUBAI

SPONSORSHIP DECK



@soireeinthecitiesgirlsnightout



Soiree In The Cities Girls Night Out



Soirée *in the* Cities

WE ARE EXCITED
TO WELCOME YOU
INSIDE TO VIEW A
GREAT PARTNERSHIP
OPPORTUNITY TO JOIN
ONE OF THE MOST
DYNAMIC GIRLS NIGHT OUT
WOMEN'S EMPOWERMENT
MOVEMENT OF ALL TIME;

For four years, we have dominated all of Philadelphia, New York and DC reaching over 15,000 women and influencers and providing a direct connection for women business owners to learn who's who in their city. Soiree In The Cities Girls Night Out is a 15 cities tour that is playing a monumental role in the movement towards women's empowerment and building women entrepreneurs. The Soiree is catered towards women who love to sip, shop and mingle. This popular event all began back in 2013 in Philadelphia, PA.

Soiree In The Cities Girls Night Out has now become a global girls night out with grassroots success in two countries. Soiree In The Cities Girls Night Out experience is unlike that of any other girls night out event in the world. The event provides a packed venue of fashion forward women, vibrant city girl vendors, spa services, artists, entertainers, and speakers to entertain, educate, and empower the Soiree In The Cities Girls Night Out audience while creating unforgettable memories. In order to create a lively girls night out experience and unique opportunity to highlight your products and corporate initiatives, dozens of vendors and on site services have been organized for this year's event.

MISSION

Shopping. Fast Cars. Hot Fashion. Good Wine. It's a girl's dream and it's coming to 15 cities in 2018 thanks to premiere event producer Ebony Edwards – Soiree in the Cities is a Girls Night Out featuring the trendiest boutiques, designers, salons, and fashion friendly women. Launching Soiree in the Cities is an opportune time to get women out of the house and into a shopping experience, networking event and fun time overall.

Through tools such as live streaming and Soiree In The Cities Girls Night Out massive media base of 30 thousand followers, Soiree In The Cities Girls Night Out delivered more than 100 media impressions last year, and with over 10,000 pre- registrants, in 10 cities the annual Girls Night Out is back for it's 5th year by popular demand. We are committed to offering our corporate partners a multitude of benefits, including but not limited to the opportunity to align yourself with an empowering, forward-thinking and progressive brand. Simply put, the opportunity to utilize innovative, multi-platform strategies that augment the competitive new media landscape through a new wave of women's empowerment.

let's join forces and make history



About Ebony Edwards, Creator

This "Queen of effortless events" is a celebrity event producer, TV personality and author of Write To The Point: A concise, definite plan for bettering your conditions in life. Ebony Edwards owner of Events by "Ebony Edwards" was recognized for her talent and passion for planning exclusive jaw dropping fantasy weddings and events since early 2000. Hailing from the wedding and event iconic magazines including, Martha Stewart DIY Weddings, EBONY, Philadelphia's Best of Philly Magazine and Philadelphia Weddings. Ebony has worked in the industry for over a decade and is full of money saving event style tips and lifestyle influence. Ebony loves to help women pull out their inner wow factor thoughts by performing small or large budget events into enormous on a budget event makeovers. When Ebony is not gracing the small screen on shows and soon to be the Today Show, she regularly conducts women conferences conducting interactive workshops.

Ebony's creativity for planning her annual event "Soiree In The Cities (Ultimate Girls Night Out)" is so popular women from all over attend her annual event. Ebony also event produces - Corporate Events, Fabulous Weddings, Product Launch Parties, Artist Release/Wrap Parties and Children Parties. Planning all these fabulous events won her Best of Philadelphia in the Philadelphia Magazine. Ebony is the go-to-girl for party ideas, decor, community outreach and event planning. With her business background creative mind and track record of planning successful events, she is an avid attendee of annual conferences and monthly events that keeps her abreast of current trends, allowing her to lend a certain quality to her craft.

Ebony's clientele include working with the Mercedes Benz Fashion Week Sept. 2014 Spring 2015 NY (VOL), Congressional Black Caucus, Chelsea Film Festival NY, Super Bowl 2014 Press Parties, Executives, Professional Athletes and their wives, Concert Management ROC Reloaded Tour (Philly/NY), MTV Fabulous Concert, Russell Simons Inaugural Hip Hop Ball (2008, 2013), Allen Iverson All Star Game After Party, celebrity artist, Grammy Night red carpet parties and many more. If you're looking to WOW your guest you reached the right place. Under this magnificent umbrella of many talents, of event design, planning fantasy weddings, and giving style tips. Considering all these titles, Ebony is ready to embark on what the world has to offer. Ebony is currently enjoying a bi-coastal lifestyle, splitting her time between Philadelphia, LA and New York.

TELEVISION

NBC 10

RADIO

Radio 1, WDAS, FM

PRINT

Philly Chit Chat

EGL

BOOK

Write To The Point, Amazon

ENDORSEMENTS

Estée Lauder – Flirt Cosmetics Launch NYC

BMW

Coca-Cola

PERSONAL APPEARANCES/RESIDENCY

1OAK Las Vegas, Nevada

Harrah's Casino Atlantic City, New Jersey

EVENT PRODUCER | ENTREPRENEUR | SPOKESPERSON | PUBLISHED AUTHOR



2,500 + Attendees

We always have a large crowd. Plenty of potential buyers and high brand exposure.

2,500K

This website receives approximately 1,000 unique visitors a WEEK, with more over 2,500 unique visitors the day of each event!

Celebrity Support

The Soiree received (and continues to receive) support from a long list of influential celebrities, from Blac Chyna, Nicki Minaj, Ne-Yo, Paris Hilton, Rihanna to Nick Cannon, Dyana Williams, Patti Labele + more.

Press + Media

We had more than 150 media outlets covering the Soiree In The Cities Girls Night Out from the moment the event started back in 2013. Click below to view the press and media coverage.

PRESS

Impressive Numbers For Our Cities Tour NYC | DC | PHL | LA | NOLA

5K

5,000 Thousand pre-registrants

250K

250,000 Thousand digital impressions(social/web)

100K

More than 100,000 Thousand unique visitors to SITC website and an average of 50K unique visitors per month.

20 Days

After each city tour SITC trends for more than 20 days on social media.

Social Media



35K

Growth



20K

#SITC Hashtag Count: 25K
Email Subscribers: 10K

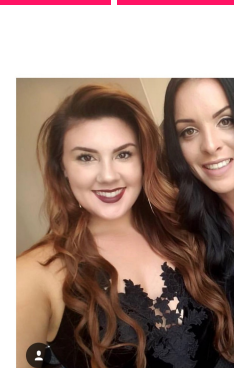


8K

Ebony Stats



35K

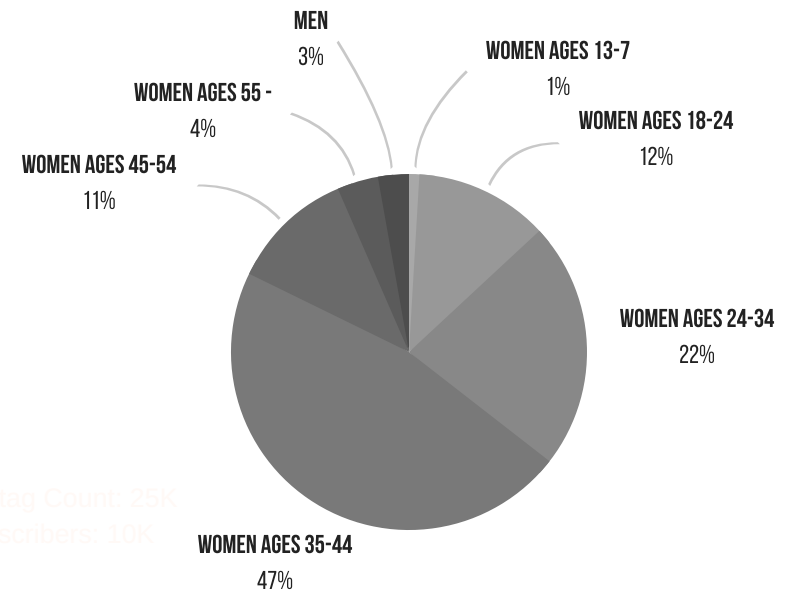




demo

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www.soireeinthecities.com



#SITC Hashtag Count: 25K

Email Subscribers: 10K

WHAT'S IN IT FOR YOU?

- INTIMATE SETTING
- BRAND +LIFESTYLE + TRAVEL = ADDED APPEAL
 - EXOTIC & BEAUTIFUL VENUES
- SEAMLESS BRAND INTEGRATION = AN ENHANCED CONSUMER EXPERIENCE
 - ATTENDEES
- DIRECT CONNECTION TO GUESTS & WOMEN OWNED BOUTIQUES/BUSINESSES
 - FIRST HAND INTERACTION WITH THE BRAND
 - ORGANIC BRAND x CONSUMER EXPERIENCE
 - DEMOGRAPHIC
 - AGES: 21-55
 - 250-2000 AFFLUENT GUESTS (SELECT CITIES)
 - DIVERSITY
 - MARKETING & PROMOTION
 - SOCIAL MEDIA CAMPAIGN
 - PRESS COVERAGE
- CAUSE MARKETING: YOUR BRAND + ART + FEMALE EMPOWERMENT
 - GRASSROOTS WORD OF MOUTH MARKETING





MARKETING + PR STRATEGY

SOIREE IN THE CITIES GIRLS NIGHT OUT HAS SECURED A TOP MARKETING, BRANDING AND PR FIRM TO SUCCESSFULLY INTEGRATE AND IMPLEMENT YOUR CORPORATE AGENDA AND BRAND'S OBJECTIVES.

The winning marketing mx merges the worlds of both push (traditional) and pull (social media, hashtag campaigns and viral grassroots) and a collaborative marketing strategy designed to achieve the perfect marketing and public relations strategy.

This year Soiree In The Cities Girls Night Out footprint is guaranteed to spark conversations, trigger emotions and have a strong social currency value while adding a community-centric twist to your corporate messaging.

The 2017 Soiree In The Cities Girls Night Out had so much press interested that we held a pre-press party event to accommodate the massive press request.



PARTNERSHIP

We look forward to partnering with national and local businesses to showcase your goods and services while expanding your brand awareness amongst all of the event attendees. Your brand will benefit from a partnership with Soiree In The Cities Girls Night Out in the following ways:

1. The Soiree In The Cities Girls Night Out relationship will distinguish you from the crowd and leverage your brand to build relationships with your customers.
2. The Soiree In The Cities Girls Night Out brand is fluid enough to connect with various types of audiences in different marketing venues and across diverse demographics.
3. Provide an opportunity to connect with the public and build better customer relationships.
4. Enhance your corporate reputation by aligning yourself with a hip, young, and ambitious brand that support women owned businesses and women's empowerment.

SPONSORSHIP OPPORTUNITIES

WHAT CAN BE INCLUDED IN YOUR PARTICIPATION

CUSTOMIZED EXCLUSIVE MARKETING CONTENT: Pre, during, and post event: Content collateral that will be customized to meet your brand's objectives to attract, acquire and engage your target audience) Enjoy the benefits of owning select creative marketing content and not renting it! Tour with us!

Title Sponsor/Diamond Sponsor OPP ONLY

Soiree In The Cities Girls Night Out Participation

Press Conference Participation

VIP Suite Access

Exclusive sponsor activation space (size to be determined)

VIP Sponsor activation space

10x10 Sponsor booth

Official media sponsor (i.e. your company presents The Soiree In The Cities Girls Night Out)

Company name/logo printed on marketing collateral

On-stage recognition

"Your company presents" will be used on all marketing and media promotions

Company logo on Soiree In The Cities Girls Night Out website

Photos with Ebony Edwards and celebrity guest(s)

Sponsor name and logo on collateral materials associated with event

Opportunity to display company promotions/products at gifting suites

Vendor Booth exclusively for your company at the event Press and Media Acknowledgment

Product visibility

Stage speaking opportunity

Premier inclusion in post-event "Thank You" email message to all attendees

Social media acknowledgment event page (before, during and after event)

Logo On Step and Repeat

On-site video interview on pink carpet

LIMITED TIME SPONSORSHIP

Gift Bag Sponsor **\$3,000** (4 available)

Six (6) event tickets, logo printed prominently on all gift bags distributed to 2,000 attendees.

Double Wall Tumbler Plastic Cups

With Straw **\$3,000** (1 available)

Six (6) event tickets, logo printed prominently on all tumbler cups distributed to 2,000 attendees.

Lip Gloss **\$3,000** (1 available)

Six (6) event tickets, logo on all 2,000 lip gloss distributed to all guests on-site.

Donor Sponsor #Soireejamonit

Logo on site, your product in our swag bags.

Level #1 **\$500**

Level #2 **\$1,000**

Level #3 **\$1,500**

\$50,000
TITLE SPONSOR

\$25,000
DIAMOND SPONSOR

\$15,000
PLATINUM SPONSOR

\$10,000
GOLD SPONSOR

\$5,000
SILVER SPONSOR

TITLE SPONSORSHIP \$50,000*

For this exclusive single sponsor opportunity, a complete customized activation will be created. (Open discussion).

DIAMOND SPONSORSHIP \$25,000*

For this exclusive single sponsor opportunity, a complete customized activation will be created. (Open discussion).

PLATINUM SPONSORSHIP \$15,000

This special sponsorship opportunity (4) will include brand visibility, premier event access, and some guaranteed VIP admission for your corporate guests for what will surely be the event of the fall.

GOLD SPONSORSHIP \$10,000

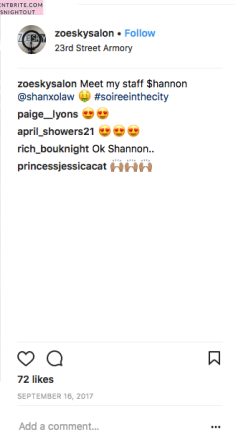
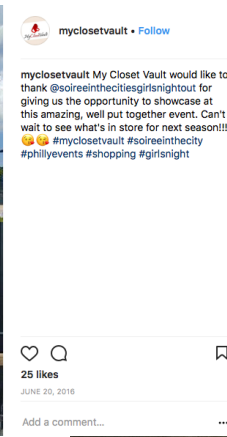
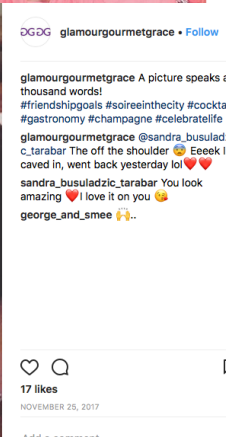
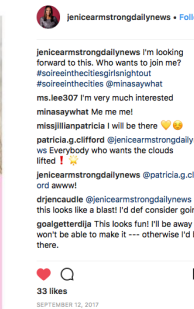
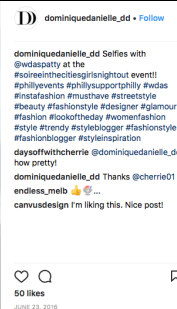
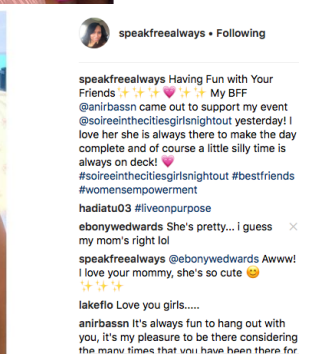
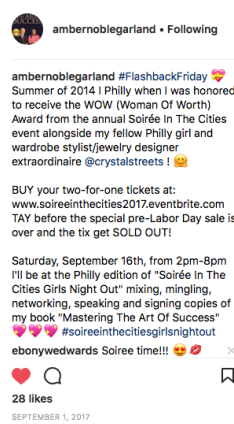
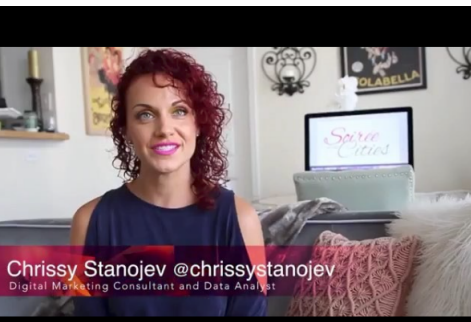
This special sponsorship opportunity (4) will include brand visibility, premier event access, and some guaranteed VIP admission for your corporate guests for what will surely be the event of the fall.

SILVER SPONSORSHIP \$5,000

The event will have ten (10) openings who will benefit from excellent exposure during the event.

YOU HEARD IT FROM US...

NOW WHAT DID THE PEOPLE HAVE TO SAY ABOUT SOIREE IN THE CITIES GIRLS NIGHT OUT



A photograph of three young Black women smiling and posing together at a social event. They are in a dimly lit room with large arched windows in the background. The woman on the left is wearing a dark top, the middle woman is wearing a black top, and the woman on the right is wearing a black top with a choker. The image has a pink overlay on the bottom half.

*About Our Soiree
WOW Awards!*

WOMEN'S EMPOWERMENT

Not Your
Normal Girls
Night Out
We Honor The
Who's Who In
Your City

Even though this is a girls night out, don't let it mislead you, the Soiree In The Cities Girls Night Out is more than just shopping, sipping and letting your hair down. Soiree is a women's empowerment social event filled with all types of cool women those who own boutiques, guest speakers and an awards ceremony honoring the who's, who in your city. Not to mention, stilt walkers, live DJ, sign making, educational booths, photo booths, free breast cancer exams and much more.

In 2018, the event will kick off in Miami, DC, Philadelphia, Texas, LA and New Orleans just to name a few. The only requirement is to be inspired by your own passion and hear new stories from women who are truly at Soiree to gain new relationships and support women owned businesses. Women get dressed up to sip, shop and mingle and celebrate success. In addition, all women receive a fabulous over stuffed swag bag or women's accessories, hair and personal hygiene products. Soiree In The Cities Girls Night Out is filled with fun, laughter unity and women supporting one another.

@soireeinthecitiesgirlsnightout



PAST Honorees

THANK YOU PAST SPONSORS

monami
ENTERTAINMENT

FLIRT

b
beats. by dr. dre

AHF
AIDS HEALTHCARE
FOUNDATION

FASHION
NOVA

VH1



 **KEYSTONE**

THE ~~STUDIO~~

American Apparel

TONI&GUY

CONTACT US

SITC AGENCY

WWW.SOIREINTHECITIES.COM
ADMIN@SOIREINTHECITIES.COM
215-350-3950

