

CELEBRATING

DARRIUS PEACE

AND 20 YEARS OF BEAUTY INNOVATION



SPONSORSHIP PROPOSAL

COMMITTED TO GIVING BACK

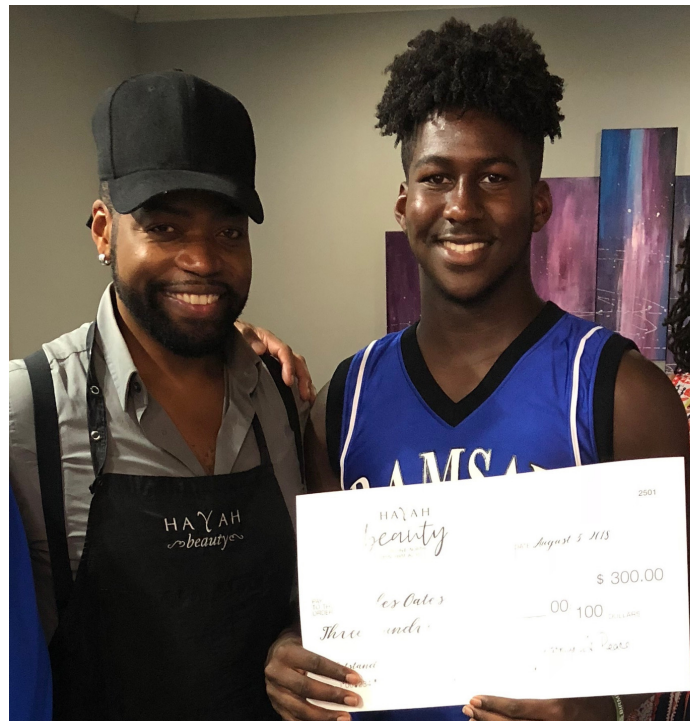
Join us as we celebrate Darrius Peace and his 20 Years of Beauty Innovation with our first annual scholarship fundraiser!

A master hairstylist, Peace has been treating and styling natural, afro-textured hair for over two decades. He's also the author of three books, an instructor, and a dynamic orator.

Peace's signature styling method of creating modern and sophisticated afro-textured styles has garnered over 8,000 organic followers, combined, on all of his social media platforms. Additionally, Hayah Beauty, his successful downtown Birmingham salon, services over 200 clients per month whose annual household income is \$100K.



2018 SCHOLARSHIP RECIPIENT



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Throughout his career, Peace always wanted to give back. And in 2018, he did just that by awarding two college-bound young men with cash scholarships in support of their educational pursuits. Through this event, we seek to build upon that remarkable foundation.

With this Sponsorship Proposal, we'd like to extend the opportunity to engage with Peace's loyal clients and online community. Enclosed, you will find a variety of sponsorship options that will provide custom interaction & continued exposure to these high-earning individuals. Product Sponsorship are available in lieu of financial contributions.

We appreciate your consideration and look forward to working with you.

The Darrius Peace Celebration Team

SPONSORSHIP LEVELS

TITLE SPONSOR

\$2,500

- Title Sponsorship of the entire event and inclusion on all pre and post event promotions.
- Category Exclusivity
- Logo Placement on Website & Step and Repeat
- Day Party Recognition by DJ
- 10 General Admission passes
- Up to (3) unique and targeted social media promotions and (6) Sponsored Livestreams
- Top-level logo inclusion on event promotions & other printed materials Social Media Shoutout

DIAMOND SPONSOR

\$1,500

- Category Exclusivity
- Logo Placement on Website & Step and Repeat
- Day Party Recognition by DJ
- 7 General Admission passes
- Up to (2) unique and targeted social media promotions
- Up to (5) Sponsored Livestreams
- Logo inclusion on event promotions & other printed materials

PLATINUM SPONSOR

\$1,000

- Category Exclusivity
- Logo Placement on Website & Step and Repeat
- Day Party Recognition by DJ
- 5 General Admission passes
- Up to (1) unique and targeted social media promotions
- Up to (4) Sponsored Social Media Livestreams
- Logo inclusion on event promotions & other printed materials

SPONSORSHIP LEVELS

GOLD SPONSOR

\$800

- Logo Placement on Website
- Party Recognition by DJ
- 4 General Admission passes
- Up to (4) organic mentions in social media stories

SILVER SPONSOR

\$500

- Logo Placement on Website
- Party Recognition by DJ
- 2 General Admission passes
- Up to (3) organic mentions in social media stories

SWAG BAG SPONSOR

\$250

- Party Recognition by DJ
- Recognition on Social Media Stories
- 2 General Admission passes
- Listing on Party Website

MEDIA SPONSOR

ADVERTISE
EVENT

- Party Recognition by DJ
- 2 General Admission passes
- Up to (3) organic mentions in social media stories
- Listing on Party Website



CONTACT US

Event Coordinators:

Melissa Newton:

- medenae@gmail.com

Teia Wallington

- teia@lovepublicity.com

Send Graphics To:

Meagan Peace

- peace.meagan@gmail.com

Website:

DarriusPeace.com

Event Details:

September 21, 2019

The Canvas Event Center
301 Greensprings Ave, South,
Birmingham, Al 35205

6 P.M. - 11 P.M.

Featuring Lively Music, Dancing,
and a Tapas Style Menu
Cocktail Party Chic