

The background of the image is a scenic landscape of a mountain valley. In the foreground, there is a calm lake reflecting the surrounding mountains and sky. The middle ground shows steep, rocky mountainsides covered in dense evergreen forests. In the distance, a large, snow-filled valley is visible between the mountain ranges. A large, semi-transparent white circle is centered over the image, containing the event's title and dates. The text is arranged vertically within this circle.

WOMEN OF COLOR

Outdoor Adventure Expo

APRIL 7-8, 2018
MONTCLAIR, NJ

SPONSORSHIP DECK

A black and white photograph of two women hiking outdoors. The woman in the foreground is wearing a light-colored t-shirt, dark shorts, a baseball cap, and sunglasses, and is smiling. The woman behind her is also wearing sunglasses and a long-sleeved shirt. They are surrounded by trees and foliage.

Thousands of women of color are getting more involved in outdoor activities But thousands more are intimidated by fear of isolation, safety concerns and lack of familiarity with safe and welcoming entry points. The **Women of Color Outdoor Adventure Expo** is here to change that!!!

Our 1st annual 2-day consumer event is designed to empower women of all colors to engage in outdoor activities by coming together for outdoor workshops, inspirational speakers, panel discussions and networking.

Why Sponsor The Women Of Color Outdoor Adventure Expo?

- We are the first outdoor lifestyle expo for women of color.
- Reports issued in 2016 by the performance management company Nielsen suggest that black and Latino consumers represent the best opportunities for growth across the U.S. economy. Each command more than \$1trillion in marketing purchasing power. The outdoor industry could claim at least a small percentage of that.
- By sponsoring the **Women Of Color Outdoor Adventure Expo** you will reach a population that has a steady growth in education, income and self-awareness.

GOLD SPONSORSHIP

\$5,000.

- **15 VIP PASSES**
- **MAIN STAGE SIGNAGE FOR FULL DURATION OF EVENT**
- **LISTED AS MAIN SPONSOR ON ALL PRINTED MATERIALS**
- **BRANDING ON EVENT STEP & REPEAT**
- **MARKETPLACE AREA, EXHIBIT SPACE & REGISTRATION FOYER EXHIBITOR SPACE**
- **OPTION TO INCLUDE 1 MAJOR GIVEAWAY DURING THE EVENT.**
- **SOCIAL MEDIA BUZZ**

SILVER SPONSORSHIP

\$2,500.

- **BRANDING ON EVENT STEP & REPEAT**
- **LISTED SPONSOR ON ALL PRINTED MATERIALS**
- **MARKETPLACE AREA EXHIBIT SPACE**
- **OPTION TO INCLUDE 1 MAJOR GIVEAWAY DURING THE EVENT.**
- **OPTION TO INCLUDE PROMO SWAG/MATERIAL IN GOODIE BAG(FOR 150 - 200)**
- **SOCIAL MEDIAL BUZZ**

BRONZE SPONSORSHIP

\$1000.

- **MARKETPLACE AREA EXHIBIT SPACE**
- **OPTION TO INCLUDE 1 MAJOR GIVEAWAY DURING THE EVENT.**
- **OPTION TO INCLUDE PROMO SWAG/MATERIAL IN GOODIE BAG(FOR 150 - 200)**
- **SOCIAL MEDIA BUZZ**

LUNCH SPONSORS

WE ARE LOOKING FOR RESTAURANTS OR FOOD-BASED BUSINESSES WHO WOULD LIKE TO PARTNER FOR LUNCH.

LUNCH SPONSORS WILL EITHER:

(A) DONATE PRODUCT FOR LUNCH

(B) SPONSOR PAYMENT OF CATERING COMPANY(\$1K)

LUNCH SPONSORS WILL HAVE THE EXCLUSIVE OPPORTUNITY TO PRESENT A VIDEO OR SHORT TALK ON STAGE DURING LUNCH.

VENDOR TABLE

\$200.

- **THE WOMEN OF COLOR OUTDOOR ADVENTURE EXPO HAS 10 VENDOR TABLES AVAILABLE AND THEY WILL GO QUICKLY**
- **GET VISIBILITY ON THE FLOOR OF THE EXPO.**
- **INTERACT WITH OUR ATTENDEES WHILE REPRESENTING YOUR BUSINESS**
- **OPPORTUNITY TO ADD TO OUR GOODIE BAG.**



Let's Get Creative!!!

Have a great idea you think could work? Need to think outside of the box to make it happen? We're flexible email contact@adventuresforthesoul.me to discuss your ideas.