



## Sponsorship Opportunity

---

### **The Mother Daughter Bond**

**January 21, 2018, 2:00 - 5:00 pm • Hilton Melbourne Rialto Place**

Creative, intelligent, fashionable, nerdy, shy or boisterous; every woman is a daughter that makes choices that shapes who we are and will become. Mothers, quite experienced daughters themselves, have unique perspectives on not just being a daughter, but also the influences that will help daughters decide on the kinds of women they choose to be. Maternal influence, and the resources moms provide to their daughters, contribute greatly to the internal compass that daughters draw upon as they develop, guiding them from the first day of preschool to choices and challenges they meet along life's path. A lot of Mothers get that, and are better for it.

The Girlfriends' Guild is pleased to present ***The Mother Daughter Bond***; a program for daughters and mothers to draw on meaningful resources and share thoughts, insight, advice and laughs in a forum designed to strengthen bonds, enlighten and create memories. ***The Mother Daughter Bond*** draws on experts, community assets and the opportunity to address areas of life that require insight and decisions and that can create challenges, including health, lifestyles, relationships, finance, fitness and personal growth. The program provides access to resources, expertise and guidance to help mothers and daughters engage and learn.

#### ***Providing access to resources for Mothers & Daughters***

The Girlfriends' Guild is pleased to offer unique sponsorship opportunities to organizations with missions and services that align with the goals of the event and themes of the program. Sponsors may provide support for the overall event, or choose themed sessions that are relevant to products or services they provide. Every participant takes part in all of the sessions. ***The Mother Daughter Bond***, organized by Girlfriends Guild, is an online community that also hosts educational sessions throughout the year to strengthen the network and provide access to valuable resources for girls and women.

## **Session Topic Areas** (Events feature speakers for three or more of these areas)

### ***Healthy is Better***

**[Health]**

Overall physical wellness is key to happiness, and these sessions take on what we can do to stay healthy, including solid and satisfying nutrition; skincare, overall healthy lifestyles, as well as beauty, hair-care and hygiene.

### ***Style your Life***

**[Lifestyle]**

Presentations that discuss who girls and women are and want to be, including topics that address self-image, style, community involvement; and how we play, relax, keep up with fashion trends, and learn about local resources to build and maintain our lifestyles.

### ***Connections that Count***

**[Relationships & Communication]**

How we approach, manage and communicate with others can be key to our happiness, safety and success, whether they are family, friends, teachers, employers or someone we met online. Topics from dating, to conflict resolution, to social media and how cyber-life contributes and can distract from our relationships are key to keeping us appropriately connected to the people around us.

### ***Skills for Life***

**[Finance, Time Management, Organization]**

Part of growing into our best selves is learning how we can best use our talents and develop our passions to earn a living, manage our money, and keep our lives organized to lower the chances of stress and improve our level of success. Developing good habits, financial skills and setting goals are key to managing our time, money and life.

### ***Find your Fitness***

**[Fitness & life balance]**

Fitness impacts our outlook, confidence and energy, and can change from day to day, depending on how we approach it. We all have the desire to hit the fitness sweet-spot that is right for each of our bodies, souls and minds. These sessions help mothers and daughters determine what makes them feel their best, from working out, to sleep, to nutritional choices, to time management, all in an effort to help find the fitness that suits us.

### ***The True You***

**[Personal & professional development]**

We all strive to be our best, be true to ourselves and make a positive impact. Finding what motivates us, discovering and following our passions, or just finding the time to do things we love can bring great joy and fulfillment to our lives. It's not always as easy as it sounds, and little guidance and access to ready resources can go a long way as we consider careers, goals and purpose.

# Sponsorship Program

A menu of opportunities for sponsorship and partnership are available, including the levels and programs outlined below. The Girlfriends' Guild is also happy to develop custom partnerships and programs that support our mission while better aligning with partner/sponsor goals and objectives. .

## Primary Event Presenter: 1 available

**\$1,200**

*(or \$1,800 value approved in-kind)*

### Benefits

1. Sponsor name branded with event name as..."presented by *Primary Event Presenter*"
2. Sponsor name included in all promotions and outreach for event including signs, news releases, collateral, print & broadcast media, Facebook page, advertising, social media.
3. Option to have sponsor spokesperson promoted to media for quotes/interviews
4. All materials branded with *Primary Event Presenter name and logo*
5. Opportunity for 5-10 minute presentation as Welcome and/or Closing Remarks
6. Five mother/daughter-pair event tickets/scholarships
7. Right of First refusal for additional Mother-Daughter Events
8. Digital files and right to us all event photos
9. Three Follow up emails to all event invitees/participants
10. Option to include Swag and/or provide prizes

## Session Sponsors: 4 available

**\$500**

### Benefits

1. Session name includes "*by Session Sponsor*"
2. Sponsor name/session promoted in outreach including news releases, collateral, print, on Facebook page, and social media.
3. Sponsor name branded to session on signs, summaries, media information and relevant handouts
4. Option to provide speaker for session and/or 3-5 minute overview of organization in session
5. Two mother/daughter-pair entrance tickets/scholarships
6. Option to include Swag and/or provide prizes
7. Session digital photo files
8. Follow up e-mail to all event participants

**Location Host: 1 Available**

**\$500 (or in-kind)**

1. Sponsor name/location promoted in outreach including news releases, collateral, print, on Facebook page, and social media.
2. Option to provide 5 minute closing remarks
3. Two mother/daughter-pair entrance tickets/scholarships
4. Option to include Swag and/or provide prizes
5. Session digital photo files
6. Follow up e-mail to all event participants

**Catering Champion:1-2 Available**

**\$500**

(or in kind: ~\$8/person; ~50 people)

1. Sponsor name promoted in outreach including news releases, collateral, print, on Facebook page, and social media.
2. Option to provide 5 minute remarks during refreshment break
3. Two mother/daughter-pair entrance tickets/scholarships
4. Option to include Swag and/or provide prizes
5. Session digital photo files
6. Follow up e-mail to all event participants

**Advertising Partner (in-kind as available)**

**TBD**

1. Partner name promoted in outreach including news releases, collateral, print, on Facebook page, and social media.
2. Option to run promotions/contests as event partner

**Prize Partners: in-kind promotional: unlimited**

**Product/Service**

1. Partner product/service promoted at time of drawing/activity
2. Potential prize included in promotional material as appropriate

**Swag Supplier: in-kind promotional**

**unlimited**

Samples/coupons included in gift bag

**Become a Sponsor**

Contact Valerie Holloway at [valerie@girlfriendsguild.org](mailto:valerie@girlfriendsguild.org) to get started!