



Agapé Church, 10600 Colerain Rd.
St Marys, GA 31558

September 16-17

SPONSORSHIP PROPOSAL



Well-being of Women of Color

MenoCon 2022 is a 2-day life-transforming conference that aims to create more awareness for menopause and the total well-being of women on how to break barriers, get breakthroughs, birth dreams and build bridges to thrive in life, health and wealth.

300 incredible women will gather at Agapé Church, 10600 Colerain Rd, St Marys, Georgia, to enjoy top-notch networking, mentorship, personal growth lessons.

The Conference will feature personal stories, insights, and advice on various social, spiritual, financial, and economic issues affecting menopausal women. They will learn more about managing their menopause, health and wellness, mental, emotional, business to create and live their desired lives.

MenoCon 2022 seeks to empower and equip attendees with the knowledge, ideas, and information to live their dream life personally and professionally. Many activities have been lined up to nourish mind, body, spirit and soul with expert advice, tools and strategies to thrive in their health and wellness.

It promises to explore and reinvent their inner being in understanding that wholeness begins within.

In addition, **MenoCon 2022** is a platform to gain clarity, increase confidence and develop more consistency in their health, wealth and business.

After the conference, many, women will become their biggest advocates, change-makers and better leaders.



MEET THE HOST



MenoCon 2022 is the vision of Carleeka Basnight-Menendez, #1 black face of women in menopause.

She is an award-winning life coach and International Best-Selling author.

As a menopause advocate, Carleeka is committed to supporting menopausal women hone their skills, boost their brand awareness, and grow their businesses.

Her clients attest to her outstanding level of professionalism.

Carleeka is an excellent mentor and coach. She has the ability to drive and motivate to encourage her mentees to take steps toward their personal development and success. She assists with stimulating ideas in each participant. Her program has helped me to become a more motivated entrepreneur and mindset coach. I have been challenged and encouraged to excel and achieve my goals.

---*Constance*



I'm so excited to be connected to Carleeka Basnight-Menendez! Her ability to help you find your way through obstacles is amazing! She is a BOLD woman who is extremely knowledgeable in helping her clients gain awareness, visibility and engagement in their business! If you're a woman in menopause who's finding it difficult to navigate the waters of menopause and business, Carleeka is here to help!

---*Tameka*

TESTIMONIALS

Carleeka was the opening keynote speaker for my Beyoncé-inspired International Women's Day Virtual Power Summit, #LEMONADE2021. SHE. ROCKED. IT. Her words, "This is YOUR day," still resonate with me. Her presentation was energizing, inspiring, motivating, and the perfect way to set the bar high for my event attendees. I love Carleeka's style and wholeheartedly recommend her as a speaker for other conferences (I'll be inviting her to speak at my event again, that's for sure)!

-Courtney Stanley



I received a reality check that was needed. Attending F-IT bootcamp has help me to realize that I shouldn't be so nonchalant about my brand and to own it! You made me work on my elevator pitch girl!

Second, I needed the tough love which is what gave me the push to go hard for what what I know God birthed. My ah hah moment was just realizing to do one thing at a time. There is so much, I could go on and on about the bootcamp. Since attending bootcamp, I am further along in growing my business and brand than I ever imagined. I am so invested now, that there is no way I'm turning back or stopping!! I am truly in Faith It, Face It and Fulfill It mode!! Thank you so much for your obedience, love and support in helping women do and become what God said we could be!! F-IT!!!

- Benita Evans



Menopause and mimosa, for me was everything. It showed me that it was ok to not be ok all the time. It was ok to seek help when/if needed. We all need mental health care. It's ok to love you and to put you first

--Natasha

TESTIMONIALS

The menopause and Mimosa was very informative. Though I haven't experienced menopause it's very useful information to pass along. I would definitely recommend those who are experiencing menopause to attend one of Carleeka's events!

--*IaShandra*



I enjoyed Menopause and Mimosas because the speaker was informative. She discussed about how we as black women put everyone's concerns ahead of our own. She stated that it's imperative for us to take care of ourselves, to open up about our own feelings and to seek mental help if needed. I had never heard it put that way. In fact, the entire subject was very profound. Why? Because we as black women are natural caregivers, which means its in our dna to care for everyone and in that we forget about ourselves sometimes. Since hearing that message, I have learned to take care of my needs and talk more about my feelings

--*Sharon*



She is also the creator of the F-IT Method, The A.V.E., Menopause and Mimosas, and B.M.U. (Black Menopause University).

Her hard work and commitment haven't gone unnoticed, as she is the recipient of the ACHI Magazine Editors' choice award, Success Women's Conference National Influencer, Speakercon drop the mic winner, and many more.

SPONSORSHIP OPPORTUNITIES

This is a special invitation to play an important role of a sponsor for **MenoCon 2022 Conference**. The conference will attract women of color.

I strongly believe these women form an intricate part of your target market, and a promotional relationship between us will help reach them and let them know more about your products and services.

In return, you will enjoy heightened visibility and unparalleled exposure from about **300 women** at the conference and my fast growing social media following. This will have an immediate and tremendous impact on your customer base.

Promotional opportunities lined up include, but are not limited to:

- Special mention on-stage.
- Signage display at the conference.
- Vendor booth.
- Logo display on-screen during breaks.
- Massive Social media recognition.
- Logo display on posters, flyers for the conference.
- Acknowledgment of Sponsorship in post-conference email to participants.

Above all, this is an opportunity to partner with an award-winning consultant and business coach who is willing to leverage her reach, influence, and connection to help grow your business.

I am very much aware of your other promotional plans, but I encourage you to consider this sponsorship proposal and take advantage of the marketing opportunities created.

Kindly review the sponsorship packages on **page 9**. You may also request a custom sponsorship package to meet your business needs.

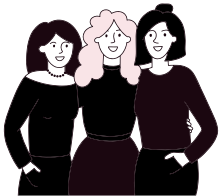


KEY SPONSORSHIP BENEFITS

Be a Part of Something Great.



Being the First Menopause and Well-Being Conference, MenoCon 2022 is a highly-anticipated event with great marketing opportunities.



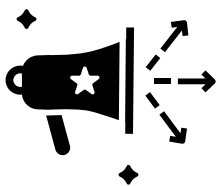
Direct Engagement with a Powerful Demographic of Women.

Promote your products and services directly to women with great purchasing power.

Align Your Brand with A renowned Speaker, Author and Consultant.



Carleeka Basnight-Menendez is highly influential. Her clients and mentees are always convinced to try products and services she recommends.



Great Corporate Marketing.

Improve your overall brand image while building a relationship with Carleeka Basnight-Menendez.

Expand your Customer Base with a One-time Sponsorship.

Gain repeat customers and clients who will patronize you continuously.



Audience Demographic

Target Audience is for women of color as they are underrepresented in the products, resources, conversations and communities surrounding menopause.

They are involved with my organization because they feel safe and open to talk about menopause and so many want to know they are not alone with no menopausal support as women of color reach menopause typically 2 years earlier than the natural median age of 51 and remain menopausal longer than other women.



Social Media Links



@carleeka.basnightmenendez



@carleeka.basnightmenendez



@carleeka-basnight-menendez

SPONSORSHIP PACKAGES

TOP-TIER \$10,000

- Special mention on-stage (at the beginning, during, and at the end)
- Signage at the conference (2 banners for display)
- Distribution of promotional materials (Max. of 200 copies)
- Vendor booth
- Logo display on-screen during breaks
- Massive Social media recognition (20 mentions)
- 2 Conference passes
- Logo display on posters, flyers for the conference
- Acknowledgment of Sponsorship in post-conference email to participants (with link to sponsor's website)

SECOND-TIER \$5,000

- Special mention on-stage (at the beginning, and at the end)
- Signage at the conference (1 banner for display)
- Distribution of promotional materials (Max. of 100 copies)
- Logo display on-screen during breaks
- Massive Social media recognition (10 mentions)
- 1 Conference pass
- Acknowledgment of Sponsorship in post-conference email to participants

THIRD-TIER \$2,500

- Special mention on-stage (at the beginning)
- Distribution of promotional materials (Max. of 50 copies)
- Logo display on-screen during breaks
- Massive Social media recognition (5 mentions)
- Acknowledgment of Sponsorship in post-conference email to participants

SPONSORSHIP FORM

Kindly select your preferred sponsorship package

Top-Tier
\$10,000



Second-Tier
\$5,000



Third-Tier
\$2,500



Name.....Address.....
Phone Number..... Email address
WebsiteCity/State/Zip
Preferred sponsorship package.....

Please email the completed form above to cbasnight@insoinc.net

Sponsors are required to provide the following:

Banner for Display at the conference (2 banners for top-tier sponsor, 1 banner for Second-tier sponsor).

High-resolution logo (All sponsors).

Promotional materials; flyers, brochure, etc. (200 copies for Top-tier sponsor, 100 copies for Second-tier sponsor and 50 copies for Third-tier sponsor).

Texts, images, video links and other content for Social media recognition (All sponsors).

For more information and further discussion, kindly contact Carleeka Basnight-Menendez at cbasnight@insoinc.net

Thank you for taking time to review this proposal. I look forward to receiving your response and working closely with you!

Sincerely,

Carleeka Basnight-Menendez

Host and Organizer, **MenoCon 2022**

