

NaturallyIsis Natural Hair Parade and Festival 2014
Sponsorship Package





Sponsorship Package

Greetings Potential Partner/Sponsor;

The Isis Project, a nonprofit organization, invites you to become a sponsor the 4th Annual Naturally Isis Natural Hair Parade and Festival happening in Dallas, TX on September 5-6, 2014. Founded by the **beauty industry's revolutionary iconic figure and Dallas' own, Isis Brantley**, the parade and festival that features **Erykah Badu**, Universal Recording Artist, was created to celebrate, promote and cultivate the love and acceptance for **Natural Hair, Body and Spirit**. This year we have expanded to a 2 day program, new parade route and more expansive festival location. We are looking for partners and sponsors like you to make our bold new vision a reality.

The weekend activities begin on Friday, September 5th with Sami Tawi. Isis invites all residents of Dallas to enjoy Kemeti Yoga in the Park. Next there is a musical tribute to the legendary 1920's Dallas Deep Ellum Blues and Music Scene. The **Parade and Festival, our cornerstone event**, will be held Saturday, September 6th 2014, from 10:00a.m - 7:00 p.m. with the parade starting on Elm St in South Dallas and moving thru historic Deep Ellum before ending at Dallas City Hall for an afternoon festival in the plaza.

This highly interactive event is executed in the highly vibrant Dallas/Fort Worth/Denton area and provides full visibility for your brand. The day is filled with fun and recreation and is designed to provide enjoyment for the whole family. Live **entertainment, workshops, children activities**, speakers, poets, and a host of **food and product vendors** will work to delight attendees. In addition, to Erykah Badu, **Irma P. Hall** will present the "The Irma P. Hall Living Legend Award" to legendary Jazz pianist, composer, producer, educator and author, **Roger Boykin**. The Swagg Award will be given to another internationally renowned Jazz pianist living in DFW, **Arlington Jones** whose music evokes joy, hope and faith among people all around the world.

SPONSOR NOW FOR MAXIMUM Branding Opportunities

Benefits Include Branding Opportunity, Community Outreach & Charitable Investment

Your sponsorship will make your name and product highly visible to over 10,000 people that are attracted to this event annually. These groups of people represent the various social, economic and educational backgrounds of the community. As a sponsoring company, your involvement allows you the opportunity to meet local residents and create loyal groups of consumers who may or may not be familiar with your brand. This year promises to be even bigger and better than before.

If you are interested in becoming a sponsor of the 4th Annual Naturally Isis Natural Hair Parade and Festival, please complete the enclosed sponsorship form. For more information and/or questions about becoming a sponsor, **please contact the Sponsorship Coordinator** at (214) 329-3820 or via e-mail at sponsor@isisproject.com.

Naturally Yours,

Isis Brantley
CEO& Founder

Need more information? Call: 214-946-1460 or 214-329-3820.

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Scenes from the Naturally Isis Natural Hair Parade and Festival



VIDEO and Media Coverage

<http://www.youtube.com/watch?v=13t2Uwh5Z50>

<https://www.youtube.com/watch?v=ifixqAhm-Pw>

<https://www.youtube.com/watch?v=buKfyF3YR1s>

<https://www.youtube.com/watch?v=PfTrAiv0kYg>

<https://www.youtube.com/watch?v=ffGHbnDpj1U>

<http://nightcaptv.com/2013/09/07/naturallysis-3rd-annual-natural-hair-parade-and-festival/>

<http://www.youtube.com/watch?v=-wC8xzo6dnM>



Schedule of Events

Naturally You Weekend

FRIDAY, SEPTEMBER 6, 2014

- **KEMETIC YOGA IN THE PARK – SAMI TWAI SUN SALUTATIONS**
- **RETURN TO THE PYTHIAN: THE EARLY DAYS OF DALLAS MUSICAL REVUE**

SATURDAY, SEPTEMBER 7, 2014

- **NATURALLLY ISIS HAIR PARADE THRU HISTORIC DEEP ELLUM**
- **NATURALLY ISIS FESTIVAL**
- **NATURALLY ISIS CARIBANA AFTERPARTY**



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2014 Sponsorship Levels

We invite you to participate in this dynamic event. Below you will find information on unique and varying sponsorship opportunities for maximum visibility of your brand.		
Sponsorship Levels	Contribution	Benefits
Naturally You Weekend Presented by Your Company Sponsorship	\$25,000	Title Sponsor, Full Page Ad, online and offline, website link, all publicity, VIP access to all events
Festival Main Event Stage Sponsorship	\$15,000	Festival Main Stage Signage, online and offline, website link, all publicity, VIP access
Natural Hair Icon Isis Brantley Float Sponsorship	\$10,000	2 seats on E. Badu VIP Float, Signage, online and offline, website link, all publicity, VIP access
Grand Marshal Erykah Badu Float Sponsorship	\$10,000	2 seats on E. Badu VIP Float, Signage, online and offline, website link, all publicity, VIP access
Return to the Pythian: The Early Days of Dallas Musical Review Sponsor	\$10,000	Sponsor recognition, 10 VIP tickets to event, event program ad, website link, all publicity, VIP access
Naturally You Festival VIP Suite Sponsorship	\$7,500	E. Badu VIP Suite signage, Product Placement, website link, all publicity, VIP access
Naturally You Hotel Sponsor	\$8,000	Signage and branding in Main Festival Hotel



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2551 ELM St. The Knights of Pythias Temple Parade Stop Sponsor	\$5000	Signage at the tribute spot on Elm, Product Placement, Signage
Saturday VIP After Party Sponsorship	\$5000	VIP After party sponsor signate, tickets, website link, all publicity
Kemetic Yoga in the Park Sponsor	\$2,500	Kemetic Yoga Sponsor Signage, Product Placement, website link, all publicity
Irma P. Hall Living Legend or SWAGG Award Sponsor	\$1500	Logo on the Living Legend Award given to Roy Boykin and Arlington Jones and recognition by presenter
Silent Supporter Sponsorship	\$500	Website recognition
Friend of Isis Sponsorship	\$250	Printed program recognition
Social Media Contest Sponsor	\$250	Product donation for social media marketing



Sponsorship Package

Sponsorship Application

INSTRUCTIONS: Type or print this application. Complete all sections. Sign and return this application with full payment payable to Isis Brantley of Naturally Isis, 2642 S. Beckley, Dallas, TX 75224. *If paying by credit card, please scan and email the signed application to sponsor@isisproject.com. Upon receipt of application and full payment confirmation will be sent via email.*

Sponsorship Levels

- ☐ \$25,000 Naturally You Weekend Presented by Your Company Sponsorship
- ☐ \$15,000 Festival Main Event Stage Sponsorship
- ☐ \$10,000 Isis Brantley Float Sponsorship
- ☐ \$10,000 Erykah Badu Float Sponsorship
- ☐ \$10,000 Return to the Pythian: The Early Days of Dallas Musical Review Sponsorship
- ☐ \$7,500 Naturally You Festival VIP Suite Sponsorship
- ☐ \$5,000 The Knights of Pythias Temple Parade Stop Sponsorship
- ☐ \$5,000 VIP After Party Sponsorship
- ☐ \$2,500 KemetiC Yoga in the Park Sponsorship
- ☐ \$1,500 Irma P. Hall Living Legend Award or SWAGG Award Sponsorship
- ☐ \$500 Silent Supporter Sponsorship
- ☐ \$250 Friend of Isis Sponsorship or Social Media Contest Sponsorship

Contact Information

Name: _____
First Middle Initial Last

Title: _____

Company or Organization Name: _____

Street Address: _____

City, State, ZIP: _____

Phone: _____ Fax: _____

Email: _____

In 50 words or less, describe your organization or company:

Method of Payment

☐ Check ☐ PayPal – Email naturallyisis@yahoo.com (An additional 2.8% will be charged for processing)

Credit Card Type: ☐ American Express ☐ MasterCard ☐ VISA

Card Number: _____ Exp Date (MO/YY) _____/_____

Name as it appears on card: _____

Billing Address: _____

AUTHORIZED SIGNATURE: _____

CARDHOLDER's SIGNATURE – Must be signed for card to be ran and contract accepted

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TERMS AND CONDITIONS

Sponsor agrees to pay above indicated sponsorship amount as determined by Naturally Isis. The Isis Project reserves the right to withdraw the sponsorship if payment is not received within 15 business days of receipt of the signed application. Acceptance of this application by The Isis Project constitutes a contract. We agree to abide by the above contract terms and conditions. Sponsorships are non-refundable.