NaturallyIsis Natural Hair Parade and Festival 2014 Sponsorship Package



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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 Kemetic 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,

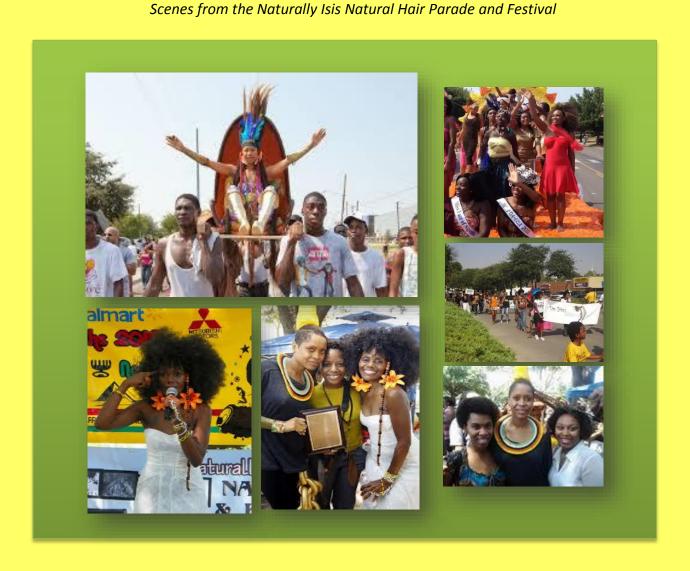
Isis Brantley CEO& Founder

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

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VIDEO and Media Coverage

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

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

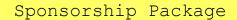
https://www.youtube.com/watch?v=buKfyF3YR1s

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

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

http://nightcaptv.com/2013/09/07/naturallysisis-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

NaturallyIsis Natural Hair Parade and Festival 2014 Sponsorship Package

NATURALLY ISIS

2014 Sponsorship Levels

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

\$8,000

Placement, website link, all publicity,

Main Festival Hotel

Signage and branding in

VIP access

Suite Sponsorship

Naturally You

Hotel Sponsor

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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

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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 Leve.	LS
□ \$25,000 Naturally You V	Veekend Presented by Your Company Sponsorship
□ \$15,000 Festival Main E	vent Stage Sponsorship
□ \$10,000 Isis Brantley Flo	pat Sponsorship
□ \$10,000 Erykah Badu Flo	oat Sponsorship
□ \$10,000 Return to the P	ythian: The Early Days of Dallas Musical Review Sponsorhip
□ \$7,500 Naturally You Fe	stival VIP Suite Sponsorhip
□ \$5,000 The Knights of Pv	ythias Temple Parade Stop Sponsorship
□ \$5,000 VIP After Party S	
□ \$2,500 Kemetic Yoga in	•
	g Legend Award or SWAGG Award Sponsorship
□ \$500 Silent Supporter S	
• • • • • • • • • • • • • • • • • • • •	sorship or Social Media Contest Sponsorship
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Contact Information	
Name:	
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Company or Organization Na	me:
Phone:	Fax:
Email:	rax
	your organization or company:
	, o. 6
Method of Payment	frankling by mally initia Complete a compared to the Maria and Complete and Complet
	mail naturallyisis@yahoo.com (An additional 2.8% will be charged for processing)
	n Express MasterCard VISA
	Exp Date (MO/YY)/
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.