

# SPONSORSHIP PACKET AUGUST 16TH -18TH

POWER MEDIA SOLUTIONS & FRONTRUNNER INC. PRESENTS

# XCLUSIVE POWER DAY

AUGUST 16TH - 18TH

## Weekend

MEMPHIS, TN

FRIDAY



### MEET & GREET

*With The Silver Fox Squad*

6 PM - 9 PM

SATURDAY



### JSYB EXPO LIVE AUCTION & CONCERT SERIES

9 AM - 9 PM

SUNDAY



### Sunday Brunch

10 AM - NOON



@POWEREDIASOLUTIONS    [WWW.XCLUSIVEPOWER.COM](http://WWW.XCLUSIVEPOWER.COM)    @FRONTRUNNERINC

## Sponsorship Opportunity for Men's Health and Wellness Awareness Event

Dear Perspective Sponsor,

I hope this letter finds you well. We are excited to announce an upcoming event that aligns with your commitment to community well-being, economic growth, and cultural enrichment. We are reaching out to you because we believe your support would significantly contribute to the success of our event.

### Event Details:

- Title: Xclusive Power Weekend
- Date: August 16th-18th
- Venue: Memphis Music Room

Our event is designed to address multiple aspects that are crucial for the betterment of our community. We are focusing on:

**Men's Health and Wellness Awareness:** As part of our commitment to promoting health and well-being, we will be hosting informative sessions, workshops, and activities dedicated to raising awareness about men's health issues. Your support will enable us to provide resources and information to empower individuals to take control of their well-being.

**Entrepreneurship and Economic Growth:** JSYB Expo will feature a dedicated section to foster entrepreneurship and economic growth. We will host panel discussions, networking sessions, vendor shopping component and workshops to encourage innovation, collaboration, and economic empowerment within our community.

**Artist and Music Exposure:** Live Auction with Artist, Erica Dunlap featuring some of her unique and highly sought after pieces. Recognizing the importance of culture and the arts, we have curated a space for local artists and musicians to showcase their talent. Your sponsorship will directly contribute to supporting the local arts scene and providing exposure to emerging artists. Front Runner will produce the artist concert portion featuring and building economic stimulation for local artists.

**Fundraiser:** In addition to the awareness and empowerment aspects, a significant portion of the event will be dedicated to fundraising for On Location Memphis. Your sponsorship will play a crucial role in helping us achieve our fundraising goals and make a positive impact on the community. The Silver Fox Squad is committed to Men's Health and Wellness initiatives and fundraiser by offering themselves as part of the fundraising driver. With over 5 million followers we are sure to make an impact during this signature event powered by Power Media Solutions, PR & Marketing Firm.

By sponsoring our event, your organization will not only gain exposure to a diverse audience but will also demonstrate a commitment to the well-being and growth of our community.

We are confident that your support will make a meaningful difference in the success of this event. If you have any questions or would like further details, please do not hesitate to contact us at 901.492.1772 Sharen Rooks, [creativedirector@powermediasolutions.com](mailto:creativedirector@powermediasolutions.com) Kenitra Wright, 901.878.2194 [info@thewrighteventplanner.net](mailto:info@thewrighteventplanner.net) or Shenequa Foster 901.649.1332 [marketingwithshenequa@gmail.com](mailto:marketingwithshenequa@gmail.com)

Thank you for considering our sponsorship proposal. We look forward to the opportunity to collaborate and create a positive impact together.

Sincerely,

Sharen Rooks  
Creative Director

Power Media Solutions  
PR & Marketing Firm  
[www.powermediasolutions.com](http://www.powermediasolutions.com)  
[www.tellitnowprconference.com](http://www.tellitnowprconference.com)  
[www.jsybexpo.com](http://www.jsybexpo.com)  
[www.xclusivepower.com](http://www.xclusivepower.com)

**Additional BRANDS**

*Annual Tell It Now PR/Marketing Conference Clinic*  
*Jumpstart Your Business Network & Podcast*  
*Born 2 Win Annual Fundraiser Concert*  
*Women in Leadership Series*  
*Front Runner Production, Concert Series*  
*JSYB Membership*  
*Memphis Love Butter Radio & Skin Care*  
*Bluff City Magazine*  
*On Location Memphis, 5th Step Movie Production*

Sponsorships can be made payable to:  
Power Holdings  
DBA Power Media Solutions  
384 E. Goodman Rd Ste 258  
Southaven, MS 38671

Memphis Office  
578 Harrell St  
Memphis, TN 38112

To request and invoice please email [creativedirector@powermediasolutions.com](mailto:creativedirector@powermediasolutions.com) or call 901.492.1772  
also include a W9 with your sponsorship as an attachment.



## Sponsorship Levels Xclusive Power Day 2024

### **Xclusive Title Sponsor \$35,000**

Company name and logo on step and repeat banner  
Company name and logo on event banner  
Company name and logo featured on event Billboard  
Company name and logo featured on advertising benches  
Company name and log prominently featured in all media advertisements, press releases for the event  
Cover Feature with Bluff City Magazine  
Company promotional items placed inside  
50 copies of Bluff City Magazines  
Company and logo listed on **(1) XclusivePower, (2) Power Media Solutions, (3) JSYB Expo, (4) Bluff City Magazine (5) On Location Memphis** website with hyperlink  
Company name and logo displayed during the event on a rolling PowerPoint  
50 Radio spots Rite On Radio 87.7 FM and Bumpin FM 96.3  
Onsite vendor table  
Company representative speaking opportunity during the event  
15 VIP Ticket and ALL ACCESS PASS **(Saturday ONLY)**

#### **4-Events**

1-JSYB Expo, 2-Live Art Auction, 3-Silver Fox Squad Fundraiser (OLM), 4-Artist Showcase  
1 Commerical promo .60 second  
Social media promotional of the company and logo across 12 platforms 3x-6x daily  
6 Registrations for Tell It Now PR & Marketing Conference Clinic April 17, 2024 (The Great Hall)

### **Platinum Sponsor \$20,000**

Company name and logo prominently featured in all media advertisements for the event  
Company name and logo featured on a banner  
Company name and logo listed on XclusivePower website with a hyperlink  
Company name and logo prominently displayed on rolling PowerPoint during the event  
Onsite vendor table  
Full Page Ad in Bluff City Magazine  
25 copies of Bluff City Magazines  
10 VIP Tickets

#### **4-Events**

1-JSYB Expo, 2-Live Art Auction, 3-Silver Fox Squad Fundraiser (OLM), 4-Artist Showcase  
4 Registrations for Tell It Now PR & Marketing Conference Clinic April 17, 2024 (The Great Hall)

### **Gold Sponsor \$10,000**

Company name and logo prominently featured in all media advertisements for the event  
Company name and logo listed on XclusivePower website with a hyperlink  
Company name and logo featured on a 24x36 foam board/easel  
Onsite vendor table  
¼ page Ad in Bluff City Magazine  
4 VIP Tickets

#### **4-Events**

1-JSYB Expo, 2-Live Art Auction, 3-Silver Fox Squad Fundraiser (OLM), 4-Artist Showcase

## Silver Sponsor \$5,000

Company name and logo promoted across 10 SM platforms 3x-5x daily

Company name and logo listed on XclusivePower website with a hyperlink

Company name and logo featured on a 24x36 foam board/easel

2 VIP Tickets

2 Registrations for the Tell It Now PR & Marketing Conference Clinic April 17, 2024 (The Great Hall)

## Sponsorship Levels Xclusive Day 2024 Single Event Opportunity

### Meet and Greet w/Silver Fox Squad

**Friday, August 16, 2024-6pm-9pm**

Special Sponsorship Rate \$7500

Co-Branded event recognition

Promo Commercial .30-.60 sec

Custom Step & Repeat

Press Blitz

Social media marketing promotion

10 ALL PASSES (Xclusive Power Day Saturday August 17th)

### Sunday Brunch w/Silver Fox Squad

**Sunday, August 18, 2024- 10am-noon**

Special Sponsorship Rate \$7500

Co-Branded event recognition

Promo Commercial .30-.60 sec

Custom Step & Repeat

Press Blitz

Social media marketing promotion

10 ALL PASSES (Xclusive Power Day Saturday August 17th)



### SILVERFOX SQUAD APPEARANCES AS FOLLOWS:

TMZ – HOT MEN SUMMER 2021

PEOPLE MAGAZINE 2021

ESSENCE FESTIVAL 2022

BREAST CANCER AWARENESS  
FASHION SHOWS

STEVE HARVEY SHOW

INSIDE EDITION

ALPHA KAPPA ALPHA SOROITY  
INCORPORATED 91ST SOUTH  
CENTRAL REGIONAL CONFERENCE

SNF ENTERTAINMENT WEEKEND  
TAKE OVER SEATTLE

ANNUAL HOT STILETTO SHOE  
CHARITY GALA

ESSENCE FESTIVAL 2023

**Silver Fox Squad has over 5 million followers**

Powered By

