

WTS

WOMEN THAT SOAR

CELEBRATE THE BRILLIANCE WITHIN



THE BRILLIANTLY YOU CELEBRATION

Overview

An event designed to honor women for their extraordinary achievement and provide life-enhancing resources, information and experiences for Dallas Metroplex women between the ages of 35 and 55.

TARGET: TO PROVIDE AN EVENT THAT WILL EMPOWER AND ENHANCE THE PERSONAL AND PROFESSIONAL ASPECT OF A WOMAN'S LIFE.

- To connect women in a positive, uplifting, and exciting way.
- To honor women for their positive and productive advancements and giving back to other women related causes that will ultimately serve a greater purpose to the Dallas Ft. Worth community.

Brilliantly You will kick-off its third, annual awards event with 500 guests at our celebrated and influential **Brilliantly You Awards Gala**, September 19, 2009. This *Gala* will continue its previous year's success, as one of the most powerful events in the Metroplex, uniting some of Texas' most recognized and successful women leaders. This year's honorees include: Harriet Miers, Margo Keyes, Kim Dawson, Courtney Marcus, Lauren Embrey, Gray Hawn, and Jan Strimple .

Benefits

Expected benefits of the proposed event include: (1) Sponsors will gain valuable visibility, publicity and the opportunity to join forces with some of the most powerful and leading women in business, sports, philanthropy, civic, fashion and media. (2) Sponsors will increase brand awareness (3) Sponsors will have direct access to high net worth decision makers. (4) Sponsors will have the opportunity for increase in company sales.

LOCATION: Dallas Union Station is the venue of choice. Local and national celebrities and entertainers are being secured as presenters and entertainment. Philanthropist and Humanitarian, Mary Ann Thompson Frenk will host and sponsor a special VIP luncheon and meet and greet with our honorees May 29, 2009, at the Alredge House for our corporate sponsors.

ACTION: To secure media and corporate sponsors. Secure company's with women's initiative programs to purchase tables; so women in the Dallas Ft. Worth community are afforded an opportunity to develop professionally and personally; to secure company's who would like to promote brand awareness and provide promotional and product giveaways. Allow companies an opportunity to market to a core group of professional women with purchasing power and to associate your company with the success of this stellar event.



Title Sponsorship Level - \$50,000

(One Available)

Corporate Identity

Company name and logo will be featured prominently on all:

- Press Releases
- Logo on event photo back drop
- Center Stage Signage (company must provide banner)
- Event Check-In (must provide table signage)
- Products displayed at special pre gala VIP luncheon and during gala cocktail reception.
 - Name and Company Logo or Gobo's on event monitors and screens during gala
 - Welcome Letter from CEO to guest included in gala program book
 - Full-page color ad in the gala program book
 - Special remarks from company representative
 - Company name and logo on event invitations and marketing materials targeting Dallas, Austin, and Houston.
 - Company name and logo on check presentation to charity
 - Podium recognition on stage from celebrity host as Title Sponsor at all events
 - Ability to customize sponsorship to fit marketing and promotional needs
 - Option to select one honoree.

Television, Print, Radio and Internet Exposure

- Logo on bi-weekly and monthly e-mail advertising blasts targeting more than 14,000 women
- Video ad on www.womenthatsoar.com for one month
- Top banner ad on home page of www.womenthatsoar.com for two months
- Opportunity to highlight female executive with video profile on the new WTS website.
- Company logo on all PSA announcements
- Company logo on ads 3x's in bRILLIANT magazine

VIP Private Receptions

- Two tables of ten at gala with preferred seating
- Ten guest to attend pre gala VIP luncheon May 29, 2009
- Ten guest to attend VIP gala cocktail reception with honorees
- Direct Access to honorees and VIP attendees
- Photo opportunity with VIP guest before and after events
- Complimentary Valet Parking for up to ten guest



Presenting Sponsorship Level - \$35,000 (Two Available)

Corporate Identity

Company name and logo will be featured prominently on all:

- Press Releases
- Logo on event photo back drop signage
- Products placed in gala promotional bags
 - Name and Company Logo on event monitors at gala
 - Full-page color ad in the gala program book
 - Company name and logo on event invitations and marketing materials targeting Dallas, Austin, and Houston
 - Podium recognition on stage from celebrity host as Title Sponsor at all events
 - Opportunity to have company representative present award to one of the honorees.

Television, Print, Radio, and Internet Exposure

- Logo on bi-weekly and monthly e-mail advertising blast targeting more than 14,000 women
- Video ad on www.womenthatsoar.com for one month
- Bottom banner ad on home page of www.womenthatsoar.com for two months
- Opportunity to highlight female executive with video profile on the new WTS website.
- Company logo on all PSA announcements
- Company logo on ads 3x's in bRILLIANT magazine

VIP Private Reception

- Two tables for ten at gala with preferred seating
- Five guest to attend pre gala VIP luncheon May 29, 2009
- Five guest to attend VIP gala cocktail reception with honorees
- Photo opportunity with VIP guest before and after events
- Complimentary Valet Parking



Co-Sponsorship Level - \$20,000

Corporate Identity

Company Name & logo will be featured prominently on all:

- Press Releases
- Logo on event photo back drop signage
 - Name and Company Logo on event monitors and screens
 - Products in promotional bags
 - Full-page color ad in the program book
 - Company name and logo on event invitations and marketing materials targeting Dallas, Austin, and Houston

Television, Print, Radio, and Internet Exposure

- Right banner ad on www.womenthatsoar.com for one month
- Logo on monthly E-mail advertising blast targeting over 14,000 women
- Video ad on www.womenthatsoar.com for one month
- Opportunity to highlight female executive with video profile on the new WTS website

VIP Private Receptions

- One table with preferred seating for ten at gala
- Three guest to attend pre gala VIP luncheon with honorees May 29, 2009
- Three guest to attend VIP gala cocktail reception with honorees
- Photo opportunity with VIP guest before and after events
- Complimentary Valet Parking

*Discounts on sponsorships available to companies who want to make a two-four year commitment.



Official Sponsorship Level - \$5,000

Corporate Identity

Company Name & logo will be featured prominently on all:

- Press Releases
- Products in gala promotional bags
- Company logo on event monitors and screens
- Full-page color ad in the program book

VIP Private Receptions

- One table with preferred seating for ten at gala
- Two guest to attend pre gala VIP luncheon May 29, 2009
- Two guest to attend pre gala cocktail reception with honorees
- Photo opportunity with VIP guest before and after events

Individual Table \$2,500

- One Table with seating for ten at gala
- Three guest to attend pre gala VIP luncheon May 29, 2009.
- Listed as table sponsor in program book

Individual Table – \$1,500

- One Table with seating for ten at gala
- Listed in program book