



Sponsorship Proposal.

2nd ANNUAL INTERNATIONAL
I AM THE COLOUR OF BEAUTIFUL® DAY 2023

A FASHION & MUSIC EXTRAVAGANZA

Theme: No Longer Invisible

**We say it loud,
we wear it proud!**

**I AM The Colour of
Beautiful®**



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about.

I AM The Colour of Beautiful® Global

I AM The Colour of Beautiful Global's mission is to redefine the standard of beauty for women of color. Beauty is not just one skin tone. It is all skin tones. We want to bring awareness to the beauty of all women of color by celebrating with our sisters locally, across the country and around the world.

HOST & EVENT PRODUCER

Dr. Karen Moore Founder of I AM The Colour of Beautiful® Global is a spoken word artist, spoken word musical theater writer/producer, filmmaker and transformational empowerment coach. Through this initiative, she is on a mission to liberate darker skinned women from the colorism psyche by providing educational, inspirational and transformational content to her audiences in the mediums of streaming television, stage plays, music and film. The objective is to bring healing to the hurt and pain of rejection, separation and exclusion.



Through this event we will:

Bring Attention

To bring attention and awareness to the beauty of all shades and hues of women of color.

Bridge the Gap

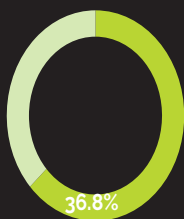
We will bring attention to colorism to bridge the gap between women of lighter skin and deeply melanated women

Redefine

Redefine the standard of beauty for women of color. We are the color of beautiful!



Women of color include Black, Latina, Asian, American Indian or Alaskan Native, Native Hawaiian, Pacific Islander, or mixed-race women.

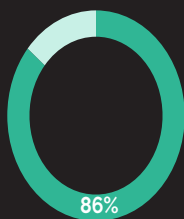


1 in 5 Americans is a woman of color



Asia Pacific region holds 46% of the worldwide beauty industry market share

Common Thread Co.



African American shoppers represent 86% of the ethnic beauty market.

Essence Magazine



Between 2010 and 2020, Native American buying power grew by 67%.

Selig Center



INTERNATIONAL I AM THE COLOUR OF BEAUTIFUL DAY

In Partnership with
APEX MUSEUM, ATLANTA GEORGIA

History and Impact.

The APEX Museum

Nestled on a street once known as The Richest Negro Street in the World (Fortune Magazine, 1956); sitting directly across from a 107 year old business started by a former slave (Alonzo Herdon), and housed within a 100 year old building erected brick by brick by African-American masons; lies the APEX Museum.

The APEX Museum is the oldest Black History Museum located in the city of Atlanta. It was founded in 1978 by veteran filmmaker Dan Moore Sr., who was inspired by the life of Dr. Benjamin Mays. Over 65,000 individuals visit the APEX Museum from all 50 states as well as 50 foreign countries.

1/ EDUCATION

2/ INSPIRATION

3/ TRANSFORMATION

4/ AFFIRMATION



the benefits.

Join us in making a difference on the journey to healing.

The trauma of colorism is real. We need to empower women of color to tap into their beauty power. This day is a celebration and acknowledgment of our beauty in all shades. **Global Impact** Meet the critical needs of women in communities of color around the world dealing with the hurt and trauma of colorism. **Social Impact** Reaching people and providing information on the mental and public health issues that affect our communities dealing with colorism. **Wellness Impact** Bring focus to mental health and education to empower women of color to live happy, healthy, well balanced lives.

Programming

1/.

I AM The Colour of Beautiful No Longer Invisible Brunch

It's at the table over a meal where we collectively come together to share our hopes and dreams. Women of color will gather together to connect and inspire one another and glean from the best parts of who we

3/.

Who Told You Your Black Is Not Beautiful? - Short Film Screening and Reception

Who Told You Your Black Is Not Beautiful? intimately portrays how six beautiful women from all walks of life share their experiences with colorism through spoken word and storytelling .

2/.

No Longer Invisible Keynote Presentation

Keynote presentation encouraging women to step into their purpose and come out of hiding. No Longer Invisible is a clarion call to reject the standard of beauty placed on women of color by society and boldly declare I AM The Colour of Beautiful!

4/.

I AM The Colour of Beautiful Music & Fashion Extravaganza!

Multicultural Fashion event showcasing women of color in their ethnic clothing representing their cultures. A global celebration of fashion and beauty!

Sponsorship Package.



I AM The Colour of Beautiful <i>Elegance</i> Package	I AM The Colour of Beautiful <i>Glamour</i> Package	I AM The Colour of Beautiful <i>Radiance</i> Package
\$ 10,000	\$ 7,000	\$ 5000

Name and logo placement on press releases, event posters and sponsor banner	●	●	●
Verbal recognition from the stage during the event	●	●	●
4"x7" b/w pdf ready ad in event program			●
Logo with link to page of your choice on the International I AM The Colour of Beautiful Day Sales Page	●	●	
8.5"x11" 4-color pdf ready ad in event program (\$1200 value)	●	●	
Video, and/or designated speaker to introduce your company as presenting sponsor	●		
2 promotional items for I AM The Colour of Beautiful VIP Gift Bags (\$1,000 value)	●		

Custom Exclusive Opportunities

Custom exclusive sponsorship opportunities are available for sponsors who want a more targeted, interactive way to reach I AM The Colour of Beautiful's audiences.

I AM THE COLOUR OF BEAUTIFUL VIP WINE & CHEESE RECEPTION (\$3,500)

VIP Ticket holders will meet Filmmaker and Founder of I AM The Colour of Beautiful Dr. Karen Moore along with other special guests (TBD).

I AM THE COLOUR OF BEAUTIFUL VIP GIFT BAG SPONSOR (\$2,500)

Logo printed on gift bag and 1 item in the bag.

I AM THE COLOUR OF BEAUTIFUL BOOKLET AD SPACE (FULL COLOR/FULLPAGE (8 1/2"x11" \$1,200 | HALF PAGE/FULL COLOR (4 1/2"x5 1/2") \$600

PROMOTIONAL ITEM IN GIFT BAG (\$500)

All VIP attendees are provided with a complimentary gift bag of promotional items. A limited number of opportunities to include an item are available.

For more information contact Karen Moore karen@thecolourofbeautiful.black

ADDITIONAL SUPPORTING PARTNERS

African American Women in Cinema

