

# *A Royal Affair*

**Dear Potential Sponsor:**

Please join **One Strand**, a non-profit organization on a mission to unlock every woman's value and purpose, to have a hope and a future. In the words of Tom Thiss, "**Having a purpose is the difference between making a difference and making a life.**"

The 1st annual opportunity to accomplish this objective is an extravagant event, **A Royal Affair, An Array of Splendor**, December 4, 2015, from 12:00pm to 9:30pm, at the Rosehill Community Center in beautiful Old Town Mukilteo. It's a Christmas Dessert and Boutique that provides women, young moms, single parents and even retirees the occasion to put their entrepreneur hats on in a particular season of life to supplement their financial means selling marketable items.

The evening gala that follows the marketplace portion includes inspirational music, a hope filled message to impart value, decadent desserts, and appetizers. Women of all ages will enjoy investing in themselves to have a fuller life. The event is designed to pull a woman from the closets and reestablish self-worth, help her uncover the treasure stored up in her heart that she might turn and live life to the full; not merely making a life, but making a difference in her home and community.

There are four levels of sponsorship with special benefits. Please see the enclosed pamphlet. By **sponsoring** *A Royal Affair, An Array of Splendor*, you are making a life changing investment; contributing to a work that is providing a way for women to achieve success. As you are making plans for your 2015-16 contributions, please consider this opportunity to partner with One Strand, in shaping every woman's creative potential.

Sincerely,



Cheryl Dore,  
Executive Director and Founder  
onestrand.org  
360-863-3341  
onestrandinfo@gmail.com  
cheryl\_dore@msn.com

**Date:** Friday, December 4, 2015

**Christmas Boutique** 12:30-6:30PM (**Setup:** 10AM-12:30PM)

**Rosehill Community Center:** 304 Lincoln Ave Mukilteo, WA 98275

**Attending Sponsors:** Meet at the front desk 3:30PM

**Evening Event:** 6:30-8:30PM

**Website:** [onestrand.org](http://onestrand.org)

**Key Contacts:** Jennifer Locken, Marketing Director: [onestrandinfo@gmail.com](mailto:onestrandinfo@gmail.com)

Kristin Laurance, Event/Conference Coordinator: (425) 772-3252



**Welcome!** Congratulations on becoming an **honored sponsor** for “A Royal Affair” event on Friday, December 4, 2015! **Below you will find instructions if you choose to attend the event, what to expect, and prepare for before the BIG DAY:**

#### Pre-event:

- **Email** your business logo for inclusion in publication material and PowerPoint slide to [onestrandinfo@gmail.com](mailto:onestrandinfo@gmail.com). Pearl sponsors include a 60 sec. and Diamond a 30 sec. written promo copy (to be announced during event by emcee). Deadline is November 18, 2015.
- **Setup booth/table from 10AM-12:30PM. Pearl Sponsors** look for a table with your name.
  - Be sure to **schedule** staffing (max. 2) for your booth from 12:30-6:30PM, during boutique.
- **Purchase** event tickets ([www.onestrand.org](http://www.onestrand.org)) by Sept. 28th at promotional rate (\$20/ticket).
- **Promote** the event at your business & with local businesses. Word of mouth can be the best publicity out there! Request flyers from Jennifer by email (above).

#### Day of the Event:

- **Check in** at registration table
- **Any business promotional material or event prizes** should be left at registration table
- **Meet at 3:30PM** (all sponsors meet at front desk) for a quick final briefing about the event.
- **Attend & enjoy the evening!** Your promo will be announced and/or displayed throughout evening.

#### During the Event:

- **Be friendly & promote!** Reach out with confidence to anyone willing to hear about your product/service. You never know what business connections await! 😊
- **Consider** hosting a raffle, offering samples or product giveaways to attract new business.
- **Donate \$10 coupon** as a pre-event give-away with Facebook promotional contest called: **Christmas in the Northwest Contest**

#### Post-Event:

- **Pearl sponsors clean up from 9:30-10:30pm** after event.
- **Sign up as a sponsor** for the Spring Conference at a reduced rate!!!

Thank you so much for being a valuable part of “The Royal Affair” event, hosted by One Strand Ministries!! Please notify Jennifer Locken or Kristin Laurance if you have any questions or would like to receive a discounted rate on sponsorships for the Spring 2016 conference! *The “A Royal Affair” Event Team*