

YOU HAVE BEEN
MARKED

Ephesians 1:13

BRAND PARTNERS PROSPECTUS

#BRANDEDandMARKED

BRANDED & MARKED

Hello Brand Partner!

I want to personally invite you to be a part of a unique opportunity to partner and support of the **BrandedandMarked™ Experience for Women.**

My name is Kristi Oliver. I am the CEO and Brand Strategist at Katalyst Media Group. We are a technology driven creative and marketing agency. We work exclusively with purposeful brands, providing an all-in-one platform and powerful technology-driven marketing. Together, with my business partner, we have over 2 decades, 38k+ hours, and 323+ clients. **Experience Matters!**

I have spent many years researching, consuming and sharing as much information on branding that I could find. What I discovered, is that God is **THE** master strategist and uses branding as many businesses do today: as a sign of ownership and affixed with a seal to indicate and recognize the owner. **People Matter!**

With the support of our sponsors, like you, we are able to host an event in a supportive and non-judgmental environment as well as provide the attendees with the opportunity to:

- Partner and network with a like-minded sisterhood of women.
- Expand their knowledge in areas where they struggle to overcome and/or succeed (personal or business).
- Position themselves to discover their gifting and THRIVE in their purpose.
- Inspired to take BOLD action.

We have compiled this mini prospectus to give you an overview of the value we can create through our partnership as well as the families, communities, businesses and economic state of the attendees.

There is something powerful and profound that happens when a group of ambitious, hungry Women of God get together. Although our paths may be different, our destination is the same.

Thank you again for your support.

On God's Love,


The
#BAM2020
Experience
Trussville Civic Center
April 4, 2020
9:30 AM - 3:00 PM

350
PURPOSE DRIVEN WOMEN

6
PURPOSE PARTNERS

5
PART DISCOVERY JOURNEY

1
LIFE CHANGING EVENT



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Attendees + Speakers

Every detail of the event — from the beautiful venue and the carefully designed curriculum to the networking and materials — is crafted to provide attendees a remarkable experience.

The **BrandedandMarked™ Experience for Women** event will bring together 350 women in all stages and walks of life, ranging in age from 25-55 years old (*and up*), looking to invest their time, energy and money to discover, improve and/or elevate their purpose.

Due to the intense schedule of the conference, we want to ensure that attendees experience a clear and succinct message from each of our **“Purpose Partners”** (speakers). Thus, we have decided to adopt a content delivery format very similar to a TED talk. This short talk model works, since it only demands the audience's attention for a short period of time, decreasing the chance of minds wandering or daydreaming about lunch.

“Purpose Partners: are skillful storytellers who have been selected because their story resonates with one of the 5 Transformational Stages of the **BrandedandMarked™ Experience:** *The Unveiling, The Awakening, The Refining, The Breakthrough and The Overflow.*

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Brand + Influence

Leveraging the Micro-influencer for your brand

35k+



Totals based on numbers from each Purpose Partner's spheres of influence on Facebook, Twitter, Instagram & LinkedIn

These days, influencer marketing is just about everywhere. It's difficult to go onto Instagram or YouTube without being inundated with examples of brands using influencers to tap into a new audience.

While there is no official definition or number of followers that makes someone a micro-influencer, they tend to have a following of 1,000– 100,000. These followings are comparatively smaller than their macro-counterparts and often don't boast celebrity status. Their followers are interested in them because they feel an authentic connection to them or whatever made the influencer 'Instagram Famous'.

According to the 2019 State of Influencer Marketing, 57% of marketers reported that influencer content outperformed their brand-created content. Customers prefer influencers' content as well: 82% of consumers said they were very likely to follow the recommendation of an influencer they follow.

So why would you want to partner with an influencer with a smaller following? Here are just a few great reasons:

- Micro-influencers will often cost far less than macro-influencers (those with followings larger than 100,000).
- Micro-influencers often have higher engagement rates than a macro-influencer: According to a study, micro-influencers generate 7x more engagement than the average generated by all influencers with larger followings.
- You can build a more authentic brand partnership. When asked how micro-influencers maintain the engagement of their followers, 99% say they believe in the products and services they promote. These influencers also report sharing authentic, quality content and engaging with their followers.



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Partnerships + PERKS

TITLE PARTNER | Investment \$ 3,500

- ✓ Your logo displayed prominently on event materials
- ✓ Your logo (in rotation) on stage screen during event breaks
- ✓ Special recognition as Title Partner
- ✓ Website Recognition (**HERO** section with description and direct link to site)
- ✓ A 10-minute corporate address to event attendees
- ✓ A shared space to greet attendees and showcase promotional materials/swag
- ✓ A full-page print ad in the event handbook (*front inside cover*)
- ✓ Social Media Recognition
- ✓ Reserved table (*8 seats*)



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DIAMOND PARTNER | Investment \$ 1,500

- ✓ Your logo displayed prominently on event materials
- ✓ Your logo (in rotation) on stage screen during event breaks
- ✓ Website Recognition *with short description and direct link to site*
- ✓ A 1/2-page print ad in the event handbook
- ✓ Social Media Recognition
- ✓ 4 tickets with reserved seats

PLATINUM PARTNER | Investment \$750

- ✓ Your logo displayed prominently on event materials
- ✓ Your logo (in rotation) on stage screen during event breaks
- ✓ Website Recognition *with direct link to site*
- ✓ A 1/4-page print ad in the event handbook
- ✓ Social Media Recognition
- ✓ 2 tickets with reserved seats



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GOLD PARTNER | Investment \$500

- ✓ Your logo displayed on event materials
- ✓ Your logo (in rotation) on stage screen during event breaks
- ✓ Website Recognition (logo only)
- ✓ Social Media Recognition
- ✓ 2 tickets to the event

SILVER PARTNER | Investment \$300

- ✓ Your logo displayed on event materials
- ✓ Your logo (in rotation) on stage screen during event breaks
- ✓ Website Recognition (logo only)
- ✓ 1 ticket to event

SWAG PARTNER | Investment \$50 *(Limited to 10)*

- ✓ 1 Promotional item of choice to add to attendee swag bag

Don't see a package that works for you? Custom sponsorship package options are available. Contact care@brandedandmarked.com.

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Conference Agenda

8:45 AM	Conference Registration
9:30 AM	Conference Begins
10:20 AM	SPEAKER 1: <i>The Unveiling</i>
10:45 AM	SPEAKER 2: <i>The Awakening</i>
11:05 AM	LUNCH & BREAK
12:10 PM	SPEAKER 3: <i>The Refining</i>
12:35 PM	SPEAKER 4: <i>The Breakthrough</i>
12:55 PM	SESSION BREAK
1:20 PM	SPEAKER 5: <i>The Overflow</i>
1:40 PM	Panel + Honors & Awards
2:00 PM	CONFERENCE CLOSING
3:00 PM	Conference Ends



EXPECTATIONS + TERMS & CONDITIONS

The following sponsorship terms and conditions apply to all sponsors of the **BrandedandMarked™ Experience for Women** dated April 4, 2020, to be organized by McKinley Quality Management, LLC and held at The Trussville Civic Center in Trussville, Alabama. A sponsorship agreement does not constitute a joint venture or principal-agent relationship between the the sponsor and the organizer.

We kindly request checks for sponsorships to be paid up front to secure your spot as the number of sponsorship opportunities are limited.

Sponsors are able to use the name of the event and logos/marks provided by the organizer in connection with promotion of its sponsorship. Likewise, the organizer is authorized to use the sponsor's logo in event promotions and materials as dictated by the sponsorship level of choice.

All sponsors are expected to follow the code of conduct that states there shall be:

- No discrimination on the basis of economic or social status, race, color, ethnic origin, national origin, creed, religion, political belief, sex, sexual orientation, marital status, age, or disability.
- No incitement to violence, harassment, or promotion of hate.
- No spamming of attendees.

Please keep in mind that a breach of these requirements is a serious matter, and could result in a breach of this sponsorship agreement and termination of your sponsorship without a refund.

**To secure your spot or ask questions,
please contact:**

Kristi Oliver

care@brandedandmarked.com

PO Box 153

(205) 530-5747

Please make checks payable:

McKinley Quality Management, LLC

Please contact organizer to arrange check pick up (if local):

Kristi Oliver (205) 530-5747

*Thank
You!*