



**The Natural Experience** *presents*

**Spring is in the Hair Diamond Scholarship Gala**

March 16th, 2024 (St. Petersburg)

**Spring is in the Hair: Rooted in Culture and Legacy Expo**

March 17th, 2024 (St. Petersburg)



Greetings Business Partner,

We hope this letter finds you in good health and high spirits. **The Natural Experience** is excited to welcome you to participate in the 11th anniversary of our esteemed event. This year's event schedule features opportunities to align our brands with recognition through the following events:

- *Spring is in the Hair Diamond Scholarship Gala* - March 16th, 2024
- *Spring is in the Hair: Rooted in Culture and Legacy Expo* - March 17th, 2024

**The Natural Experience** is an extraordinary platform that showcases the beauty, versatility, and artistic expression of natural and textured hair. We gather a diverse community of hair enthusiasts, industry professionals, and influencers who come together to appreciate and promote the beauty and cultural significance of natural hair.

Your commitment to community engagement resonates with our dedication to celebrating diversity, inclusivity, and self-expression. Therefore, we invite you to join us to align your brand, vision, and values with ours.

As a sponsor of **The Natural Experience**, your company will gain exposure and recognition, from Tallahassee to Tampa Bay, with 1,000's of community attendees, and among our audience of hair professionals, influencers, and members of the community from diverse backgrounds.

We kindly request your support in the form of sponsorship at any financial level outlined in this packet. However, we are open to discussing customized sponsorship options that best suit your company's needs and objectives. Your investment in **The Natural Experience** will not only contribute to the success of this year's event but also demonstrate your commitment to fostering cultural appreciation and empowerment within our community.

We would be delighted to discuss the sponsorship opportunities further or answer any questions you may have. Please do not hesitate to reach out to us at 850-779-1976 or email [Sponsorship@thenaturalexperience.org](mailto:Sponsorship@thenaturalexperience.org).

Thank you for your time and consideration. We genuinely appreciate your support, and we look forward to the possibility of partnering with you to make **The Natural Experience** a remarkable event that leaves a lasting impact.

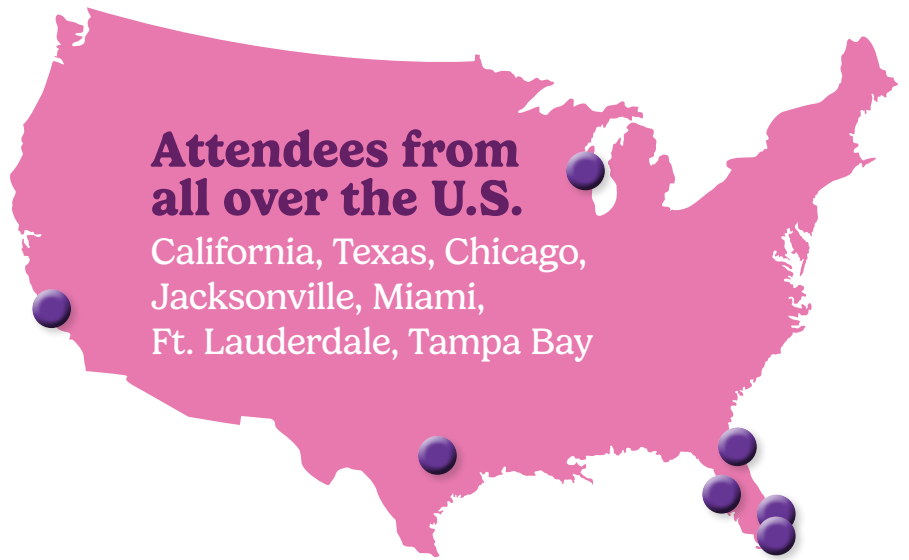
Warm regards,  
Marcina Pride  
CEO/Founder, The Natural Experience Inc.



# IMPACT & STATISTICS

## ATTENDEES

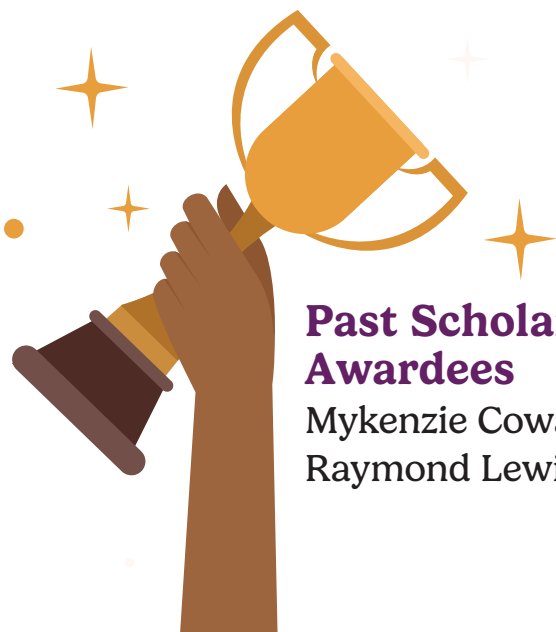
- Last year over 1,500
- Total for all years 10,000



## Last Years Sponsors



Opportunity starts here



## Past Scholarship Awardees

Mykenzie Cowart-Davis  
Raymond Lewis III

4 Local & Statewide Fashion Designers



12 Stunning Models



As a sponsor of **The Natural Experience** your company will receive several benefits, exposure, and recognition among 100's of event attendees, our audience of hair professionals, influencers, and community members from diverse backgrounds. Your logo will be prominently displayed on our event website, social media platforms, and promotional materials, ensuring that your brand receives widespread visibility before, during, and after the event.

Your company representatives will have the opportunity to engage with our attendees through product demonstrations, distribution of promotional materials, and networking sessions. This interaction will enable you to showcase your products/services directly to your target audience, creating valuable connections and potential customers.

### AT A GLANCE SPONSORSHIP OPPORTUNITIES

<b>SPONSOR LEVEL &amp; BENEFITS</b>	<b>\$25,000 Vision</b>	<b>\$10,000 Community</b>	<b>\$7,500 Family</b>	<b>\$5,000 Legacy</b>	<b>\$2,500 Friend</b>	<b>\$1,250 Patron</b>
Company Logo featured as top sponsor for all events	X					
Name mention in radio, tv, social media & press promotions	X	X				
Scholarship awarded in your organization's name	X	X				
Full Page ad in Expo brochure*	X	X	X			
Half Page ad in Expo brochure*				X	X	X
Logo inclusion on Step and Repeat	X	X				
16 x 20 Booth space for vending, advertising, or demonstrations @ Expo	X	X				
8 x 10 Booth space for vending, advertising or demonstrations			X	X		

## AT A GLANCE SPONSORSHIP OPPORTUNITIES *continued*

SPONSOR LEVEL & BENEFITS	\$25,000 Vision	\$10,000 Community	\$7,500 Family	\$5,000 Legacy	\$2,500 Friend	\$1,250 Patron
Dedicated email blasts to our mailing lists	X	X	X	X	X	
Dedicated sponsor recognition social media post	X	X	X	X	X	X
Logo recognition on all digital platforms and live event AV	X	X	X	X	X	X
Logo recognition on all event signage* (*Excluding Step & Repeat)	X	X	X	X	Name Only	Name Only
Promotional material included in attendee gift bag (provided by sponsor)	X	X	X	X	X	X
Complimentary tickets to St. Petersburg, FL Expo	50	25	10	10	8	5
Complimentary Table at the Diamond Gala	<b>1 Table +</b> VIP Gala Sponsor Lounge Naming	<b>1 Table +</b> Logo Recognition in VIP Sponsor Lounge	<b>1 Table +</b> Logo Recognition in VIP Sponsor Lounge	<b>1 Table</b>	<b>1 Table</b>	<b>1 Table</b>

### A La Carte Sponsorship Opportunities

- **Swag Bag Sponsorship** - \$100 | \$50 + Product\* / Flyer or Coupon
- **Auction Sponsor** - \$1,000
- **Media Sponsor** - \$2,500 (Cash + In-Kind)
- **Bar & Beverage Sponsor** - \$7,500 or \$2,500 Per Event (Expo & Gala)
- **Music & DJ Sponsor** - \$5,000 | \$2,500 Per Event (Expo & Gala)
- **Kids Corner** - \$1,000 (Youth Showcase/ Natural Hair Glitter/Natural Airbrush Tattoos)
- **Braid & Loc + Barber Competitions** - \$5,000 | \$2,500 Per Event (Expo & Gala)
- **Photography Sponsor** - \$2,500
- **VIP Sponsor Lounge** - \$2,500

\*Product must be approved by The Natural Experience CEO & Sponsorship Team.





## SPONSORSHIP COMMITMENT FORM

Contact Name: \_\_\_\_\_ Company/Organization Name: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Web -Site: \_\_\_\_\_

FB Handle/URL: \_\_\_\_\_ Instagram Handle/URL: \_\_\_\_\_

### SPONSOR PACKAGE SELECTED

**Visionary (2 available /Industry Exclusive) \$25,000**

**Community \$10,000**

**Family \$7,500**

**Legacy \$5000**

**Friend \$2,500**

**Patron \$1,250**

**Supporter \$500**

**Swag Bag Sponsor \$100**

*Includes logo on website and swag bag flyer insert. Product must be approved by The Natural Experience Team.*

### Payments:

Please email or complete this signed form online or print and mail along with payment to:  
The Natural Experience Inc., 113 South Monroe St., Tallahassee, Fl., 32301

**Email: [sponsorship@thenaturalexperience.org](mailto:sponsorship@thenaturalexperience.org) | Contact: Marcina Pride @ 850-212-5712**

### Acceptable forms of payment:

- Square Invoice, Visa, MasterCard
- Cash App \$lovingmyhair
- Business or Cashiers check
- Personal checks are not accepted

**ALL SPONSORSHIP & SUPPORT IS CONSIDERED FINAL - REFUNDS ARE NOT ISSUED AND YOUR CONTRIBUTION WILL BE CONSIDERED A DONATION TO THE NATURAL EXPERIENCE.**

***Thank you for your support!***