

FINDING MY

Sparkle

BOOK TOUR AND
FIRESIDE CHAT



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SCOPE

In 2018, Morgan A. Owens launched her first book, “Finding My Sparkle” a journey through low self-esteem and body image issues. Since launching the book, Morgan has become a contributor to the National Black Press. She writes a monthly column that is available to more than 200 Black-owned newspapers across the country and encourages others to find their sparkle and beyond. In 2020 her desire is to spread her message of encouragement to thousands of other women through a multi-city book tour including:

AN INTIMATE FIRESIDE CHAT ABOUT, “FINDING MY SPARKLE”

- Learn how your perception of yourself affects your relationship, career and life goals
- Develop and learn how to effectively execute goals
- Find the balance of career and self-care
- Find the importance in investing in personal development opportunities available to you
- Use adversity to fuel determination
- How to overcome challenges within yourself in order to be successful

WHY SHOULD YOU SPONSOR

FINDING MY

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BOOK TOUR AND FIRESIDE CHAT?

- Your brand/audience will gain visibility in **X** cities
- Estimated **more than 600 women** will be in attendance in person at the “Finding My Sparkle” Book Tour
- Online exposure reach of **25,000** in the digital space
- Find non-competing businesses **you can collaborate** with in the future
- Demographics: Professional Women, Entrepreneurs and Corporate Business Women **ages X-X**
- Learn about new customers/audiences, promote your products, and build a new customer/audience mailing list.
- Company name will be **mentioned in all** press, marketing material, and flyers

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BOOK TOUR AND FIRESIDE CHAT

CITIES:

Cincinnati: November/Dec? Kick off? Host: TBD

Miami: Jan 26th. Host: Flourish Media at
PublishHER event

Columbus: March 6, 6-9pm: Host Adrienne Ruff

Chicago: March 12: 6-9pm: Host Candance Junee

Pittsburgh: April 2nd, 6-9pm:
Host Kyshira Moffett (sponsored by Google)

D.C.: August/September: TBD

Other cities: Detroit, St. Louis, Toledo, Atlanta

TICKETS:

Free General

\$40 VIP: Copy of book, Swag bag
and preferred seating

TIME:

3 Hours

DEMOGRAPHIC:

Gender: Women

Age: 21-60+

Occupation: Corporate, Entrepreneurs,
Corporate & Side Hustle

Spending Trends: Media, Technology, Shopping,
Lifestyle, Food/Dining

SOCIAL MEDIA REACH:

25k collective following

12,163 Page Views Monthly

CORPORATE SPONSORSHIP BENEFITS

\$15,000

\$15,000 Level

- Branded logo on swag bags
- Branded logo on Finding My Sparkle Book
- Logo on all tour signage, flyers, website
- Company representative speaking opportunity
- Press mention
- Social Media Blast
- Email Blast
- Swag Bag Inserts
- Optional Table at Tour Event
- Attendee Data (Approximately 600+ tour wide)
- 10 Tickets per city (60 free tickets to attend or giveaway)
- Professional photos with brand logo and/or product

\$10,000

\$10,000 Level

- Branded logo on swag bag
- Logo on all tour signage, flyers, website
- Company representative speaking opportunity
- Press mention
- Social Media Blast
- Email Blast
- Swag Bag Inserts
- Optional Table at Tour Event
- Attendee Data (Approximately 600+ tour wide)
- 5 Tickets per city
- Professional photos with brand logo and/or product

\$5,000

\$5,000 Level

- Logo on all tour signage, flyers, website
- Company representative speaking opportunity
- Press mention
- Social Media Blast
- Email Blast
- Swag Bag Inserts
- Optional Table at Tour Event
- Attendee Data (Approximately 600+ tour wide)
- 3 Tickets per city
- Professional photos with brand logo and/or product

\$2,500

\$2,500 Level

- Logo on all tour signage, flyers, website
- Press mention
- Social Media Blast
- Email Blast
- Swag Bag Inserts
- Attendee Data (Approximately 600+ tour wide)
- 2 Tickets per city
- Professional photos with brand logo and/or product

BRAND DEMOGRAPHICS



CURVY CARDIO

IG: 10K+
FB: 2K+

MORGAN A. OWENS/ MORGAN A. OWENS BRAND

IG: 9K+
FB: 5K+
WEBSITE: 771 New Visitors



Age Range **18-65**



79% Female
• **75%** Moms
21% Male



SPENDING TRENDS

- Media
- Technology
- Shopping
- Lifestyle
- Food/Dining



PAGEVIEWS

YTD: 12,163



MOBILE

APPLE: 95%
ANDROID: 4.97%



LOCATION (TOP 3)

1. USA
2. Canada
3. United Kingdom



ABOUT THE MORGAN A. OWENS BRAND

The Morgan A. Owens brand was established as a voice for women who had a desire to become more marketable in their corporate careers and/or achieve their entrepreneurial goals. With the mission that women can be “powerful and pretty”, Morgan Owens introduced a plethora of chic and trendy events that embodied this concept.

Beginning with the November 2016 premier of Babes in Bizness, Morgan A. Owens targeted a panel of African American women who created a blazing path in their respective fields to educate, empower and elevate young, minority business owners and corporate women. The Morgan A. Owens Brand has introduced a series of workshops and an inaugural conference entitled “Professional Pretty” (now preparing for its 3rd year) fostering topics that include health and wellness, financial guidance, overcoming community/racial obstacles, brand building and more. Additionally, tools and resources are offered that reshapes small businesses through marketing, graphic assistance, and branding.

The Morgan A. Owens seeks individuals and corporations who complement the mission to continue sassy and chic workshops that support the following: predominately minority women with a mission to climb the corporate ladder as efficiently as their counterparts, gain corporate appeal in their own business, start their own business, or increase their bottom line while embracing their feminine and authentic selves. One goal of the Morgan A. Owens mission is to continue to build rapport and gain support with like-minded companies. It is with admiration that your corporation serve as a sponsor due to the reputation and diligence of the services that you provide.

The value to keep professional development and community building efforts for minority women calls for continuous support to aid in affordability in workshops, services and materials. It is with grace and gratitude that the Morgan A. Owens brand works collaboratively with organizations that uphold strong values in the development, well-being, reputation and prestige of minority women in corporate enterprises and small businesses. It is the belief that as we build relationships with corporations like yours, we are granted an opportunity to drive long term support and consistency while maintaining an affordable cost to workshop attendees.

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