

# *12th Annual* **CUPCAKES & COCKTAILS**

*"A Diva Soiree"*

**PRESENTED BY 202 MEDIA & EVENTS CONCIERGE**



**May 18, 2019**

**1:00 p.m to 6:00 p.m.**

**FOP Lodge 89 Park & Pavilion**

2905 Old Largo Rd.

Upper Marlboro, Maryland

Phone: (470) 244-8248

Email: [events@202mediaevents.com](mailto:events@202mediaevents.com)



[CupcakesCocktailsSoiree](#)

[www.202MediaEvents.com](http://www.202MediaEvents.com)



[Cupcakes.Cocktails.Soiree](#)



# WHY SPONSOR CUPCAKES & COCKTAILS?

## EXHIBIT

Cupcakes & Cocktails is the ultimate place for exhibitors to show case the newest and best in hair, health, beauty, wellness, fitness, home, food, and entertainment to hundreds of educated consumers in one place. This one-of-a-kind event offers women the opportunity to network, shop, pamper themselves, and have fun in a positive environment.

## REVENUE

Cupcakes & Cocktails has been proven to be a successful venue for positioning and showcasing products that provide services & products to women in front of hundreds of excited and educated consumers. Studies have shown that women account for 85% of all consumer purchases, 70% of new businesses are started by women, and 37% of women would support women owned businesses.

## PHILANTHROPY

As always Cupcakes & Cocktails is committed to supporting local Purple Ribbon Charities (The Lupus Foundation of America & The Lupie Chick Project, Inc.). 10% of ticket sales and 5% of sponsorship & vendor fees will be donated locally for these causes.



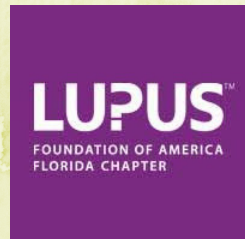
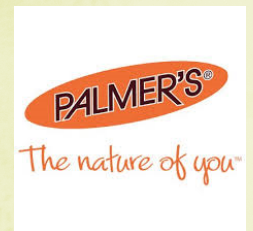
# WHY CUPCAKES & COCKTAILS

- Prince George's County only ladies exclusive expo.
- +900 ladies in attendance.
- Largest attended ladies exclusive event in the DMV (DC, MD, and VA).
- The ability to get your products in the hands of hundreds of wavy, curly, and kinky hair women.
- Logo inclusions and exposure through the social media, media sponsors/partners, and its featured vloggers/bloggers.
- Maximum exposure pre-event and during the event
- Glam Bag inclusion





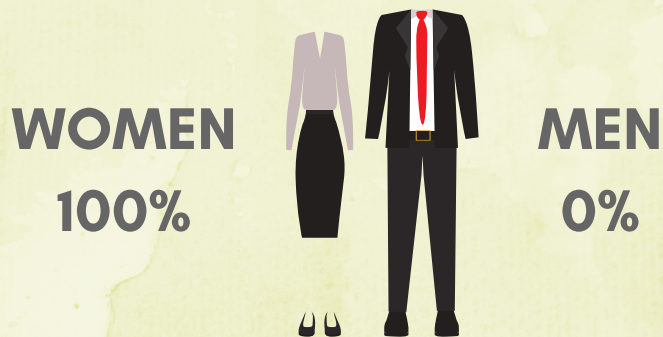
# PAST & PRESENT SPONSORS





# EVENT DEMOGRAPHIC

## ATTENDEE GENDER



## ATTENDEE PROFILE

- 95% African American
- 3% Caucasian
- 2% Other

## ATTENDEE AGE

- 10% Age 18-25
- 46% Age 26-34
- 32% Age 35-44
- 12% Age 45+

## OTHER STATS

- Income +70k
- College Educated
- Action Takers

## SOCIAL REACH \*Combined reach of team members & media sponsor





# SHOW HIGHLIGHTS

- Unlimited shopping with boutique vendors in our vendor market place
- EmpowerHER Women's Panel featuring business owners, lifestyle influencers in business, finance, entertainment, and media
- Braid Bar
- Hair Refresh Station
- Beauty Pavilion
- Health & Wellness Pavilion
- Lash & Lip Lounge
- Fashion Show
- Game Zone
- Kicking with The Lupie Chicks (Kick Ball Game)
- DMV Leading Lady Award(s)
- Cupcakes, Cocktails, Games, Giveaways, and so much more!

## INVITED EMPOWER HER PANELIST

SUPA CENT



YANDY



TAMMY RIVERA



LIL MO



RASHEEDA FROST



JUJU



TOYA WRIGHT



TANIASIA THOMAS





# SPONSORSHIP BENEFITS

DEVELOP GENUINE  
RELATIONSHIPS WITH  
YOUR CONSUMERS  
AND INTRODUCE  
YOUR PRODUCTS OR  
SERVICES TO A  
HUNGRY MARKET!

## PRESENTING PARTNER \$2K

### (1) Hair Brand | (1) Non Beauty Brand

- Your company name included in press releases, media advisories, media interviews and appearances for CCADS
- Pop Up Shop *Vending Opportunity + Activation Branded design 10 x 20 set-up for display and/or vending*
- Your brand logo included on: Official Flyer, Step and Repeat media board or Photo Booth used as a backdrop; Digital Program; Snapchat filter
- Utilize provided branded hashtags to increase awareness of presenting sponsor campaigns already in place
- Promotional Signage on stage with panel
- Brand recognized at CCADS on main stage by CEO Altonia Fowler-Dugar
- 3 dedicated digital ads weekly with a minimum of 6 weeks of promotion – brand provided graphics
- 2 dedicated digital ads from media sponsor weekly with a minimum of 4 weeks of promotion – brand provided graphics
- Official flyer posted by influencers on panel a minimum of 2 times during the month of event
- Post event one-day loop giveaway via Instagram (*to be completed no later than 30 days after event*)

## BRAND PROVIDES

- 350 Deluxe Samples Products for Diva Glam Bags
- 350 Brochure/pamphlet/discount code for guests
- 50 Full Size Products for VIP Gifting Suite
- 2 Brand Ambassadors [optional if vending]
- 1 Giveaway Set with branded bag(s) or branded box

For a customized sponsorship package  
please feel free to email Altonia Dugar  
[events@202mediaevents.com](mailto:events@202mediaevents.com) or  
call at 470-244-8248





# SPONSORSHIP BENEFITS

## CONTRIBUTING SPONSOR \$1K

### 1) Hair Brand | (1) Non Beauty Brand

- Choice of Branded Braid Bar or Hair Refresh Station w/ Promotional Signage
- Your company name included in press releases, media advisories, media interviews and appearances for CCADS
- Your brand logo included on: Official Flyer, Step and Repeat media board or Photo Booth used as a backdrop; Digital Program
- 2 dedicated digital ads weekly with a minimum of 6 weeks of promotion – brand provided graphics
- 2 dedicated digital ads from media sponsor weekly with a minimum of 4 weeks of promotion – brand provided graphics
- Official flyer posted by influencers on panel a minimum of 2 times during the month of event

## BRAND PROVIDES

- 350 Deluxe Samples Products for Diva Glam Bags
- 350 Brochure/pamphlet/discount code for guests
- (1) Giveaway (basket or gift card)
- 2 Brand Ambassadors [optional if vending]



# KICKING IT WITH THE LUPIE CHICKS \$500

## Kick Ball Game Team Sponsorship | 2 Slots Available

- Naming Rights of team
- Vending Opportunity [optional]
- Logo on water bottle
- Option to select 2 employees from your company to play
- Brand Logo on the official flyer & Step N' Repeat and most printed marketing material
- Kick Ball Game Sponsor Badge Graphic
- Your company name included in press releases, media advisories, media interviews and appearances for CCADS
- 2 dedicated digital ad from weekly with a minimum of 6 weeks of promotion - brand provided graphics
- Official flyer posted by influencers on panel a minimum of 2 times during the month of event

# DMV LEADING LADY AWARD SPONSOR \$500

## 1 Slot Available

- DMV Leading Lady Award "Presented By [insert your company name]"
- Opportunity for company rep to present the award to the recipients
- 10x10 Pop Up Shop [optional]
- Your brand logo included on: official flyer, Step and Repeat media board or Photo Booth used as a backdrop; Digital Program
- Sponsor Badge Graphic
- Your company name included in press releases, media advisories, media interviews and appearances for CCADS
- 3 dedicated digital ads weekly with a minimum of 6 weeks of promotion - brand provided graphics
- Official flyer posted by influencers on panel a minimum of 2 times during the month of event

## BRAND PROVIDES

- 350 Deluxe Samples Products for Diva Glam Bags
- 350 Brochure/pamphlet/discount code for guests
- (1) Giveaway (basket or gift card)
- 2 Brand Ambassadors [optional if vending]



## VIP TENT SPONSOR \$450

### VIP Gifting Tent

- 10x10 Pop Up Shop [optional]
- [1] Sponsored ad/video to run a minimum of 10 days on Facebook & Instagram [Brand provides graphic and/or video clip]
- Sponsor Badge Graphic
- Your brand logo included on: Step and Repeat media board used as a backdrop; Digital Program
- Brand promo signage in the VIP Tent
- Your company name included in press releases, media advisories, media interviews and appearances for CCADS
- 3 dedicated digital ad from weekly with a minimum of 6 weeks of promotion – brand provided graphics
- Official flyer posted by influencers on panel a minimum of 2 times during the month of event

## GAME ZONE SPONSOR \$425

**4 Slots Available**

- Your company name included in press releases, media advisories, media interviews and appearances for CCADS
- Your brand logo included on: Step and Repeat media board used as a backdrop; Digital Program
- Sponsor Badge Graphic
- Brand promo signage throughout the Game Zone & Water Station
- 2 dedicated digital ad weekly with a minimum of 4 weeks of promotion – brand provided graphics
- Official flyer posted by influencers on panel a minimum of 2 times during the month of event

## BRAND PROVIDES

- 50 Full Size Products
- 50 Brochure/pamphlet/discount code
- 2 Brand Ambassadors [optional if vending]



## COCKTAIL SPONSORSHIP \$425

- Naming Rights of signature cocktail [optional]
- Your company name included in press releases, media advisories, media interviews and appearances for CCADS
- Your brand logo included on: Step and Repeat media board used as a backdrop; Digital Program
- Sponsor Badge Graphic
- Brand promo signage throughout the Cocktail Tasting Tent
- 2 dedicated digital ad weekly with a minimum of 4 weeks of promotion – brand provided graphics
- Official flyer posted by influencers on panel a minimum of 2 times during the month of event

## BRAND PROVIDES

- Cocktail Sampling
- 2 Brand Ambassadors

## SMALL BUSINESS SPONSOR \$425

- Your company name included in press releases, media advisories, media interviews and appearances for CCADS
- Your brand logo included on: Step and Repeat media board used as a backdrop; Digital Program;
- Company branding materials included in all Diva Glam bags given to attendees
- 2 dedicated digital ad weekly with a minimum of 3 weeks of promotion – brand provided graphics
- Official flyer posted by influencers on panel a minimum of 2 times during the month of event

## SPONSORSHIP WILL COVER (1) OF THE FOLLOWING

- Custom Branded Hand Fans [ 1 slot]
- Adult Royal Queen Crowns for Attendees [1 slot]
- Selfie Wall [1 Slot]
- Cell Phone Charge Stations [2 slots]
- Fresh Fruit Bar & Smoothie Station [1 Slots]



## VIRTUAL SPONSOR \$150

- [1] Sponsored ad/video to run a minimum of 10 days on Facebook & Instagram, AD must mention CCADS [Brand provides graphic and/or video clip]
- [1] business per AD; AD will include link to your website for purchases
- Utilize provided branded hashtags to increase awareness of virtual exhibitor campaigns already in place
- Samples, brochure/pamphlet/discount code included in Diva Swag Bags [business must provide collateral]
- Logo included on sponsor promo signage at event
- Listing in Digital Vendor Directory
- \*\*THIS OPTION DOES NOT ALLOW FOR ONSITE VENDING \*\*

## BRAND PROVIDES

- 350 Deluxe Samples for Diva Glam Bags
- 350 Brochure/pamphlet/discount code for guests

## SAMPLES/SWAG BAG INCLUSION IN KIND DONATION

- 2 dedicated brand Instagram posts during month of event
- Diva Glam Bag Sponsor Badge

## BRAND PROVIDES

Choice of the following

- 350 Deluxe Samples for Diva Glam Bags [Samples must be 2oz. or larger pillow pack]
- 350 Brochure/pamphlet/discount code for guests [Prefer brochures that have a code]
- 50 Full Size Products + Brochure/pamphlet/discount code

## VENDOR OPPORTUNITIES AVAILABLE



## All About 202 Media & Event Concierge

Altonia Dugar, founder of 202 Media & Event Concierge is an event producer who creates unique “FUNdraising” events for women focusing on women’s empowerment and women’s health, specifically Lupus & Mental Illness. She enjoys networking and mingling with other like-minded women who want to bring awareness to women's health issues in a fun, positive, and empowering environment. Based out of Washington, DC Altonia has produced over 50 events – ranging from intimate affairs (ex. Lupie Chick Brunch) to major events with over 900 attendees (ex. Cupcakes & Cocktails “A Diva Soiree”). Altonia expanded her reach in 2013 and has produced events in North Carolina, Florida, Atlanta, and Philadelphia. As a producer, she has produced events for Black Health Matters, Tiera Destiny International, The Good Hair Shop, Kinky Kashmere, Cultured Naturals, Stylist April B, Hart Productions, Boston Naturals, Gulf Coast Naturals and Atlanta Naturals. 202 Media has partnered with over 100 brands and businesses for sponsorship and vendor opportunities. Our sponsors & exhibitors become partners in our events. With combined creativity and passion brings a fresh and a let's-think-outside-the-box approach to every event. The result is a one of a kind, stylish, unique and FUN celebration.

*Altonia Fowler-Dugar*  
*CEO & Event Producer*  
*202 Media & Events Concierge*



# LET'S COLLABORATE, OK?

Contact us to discuss opportunities in greater detail.  
We'll collaborate to design a program that precisely  
meets your objectives and desires.

**Altonia Fowler-Dugar**

Event Producer

[altonia@202mediaevents.com](mailto:altonia@202mediaevents.com)

(470) 244-8248

Let's chat about how we can make this happen.

**THANKS!**