

## SPONSORSHIP/PARTICIPATION PACKET

**WHEN:** November 15, 2015

**TIME:** 11am-3pm

**LOCATION:** Memphis Botanic Garden



### **What is Rock Your Crown?**

*Rock Your Crown* is a hands-on makeup class and empowerment workshop for women who are going places. Women from every walk of life will be inspired to embrace their inner potential by exploring their aspirations and actively setting their goals. By applying a flawless makeup application (with the guidance of makeup artist Zii), they will leave motivated to conquer the world. With focus on *grace*, *confidence*, and *beauty*, the speakers and activities during this workshop will provoke women to make their dreams become reality. By the end of this event, women will be flawless and excited to put some *foot* to their faith and “rock their crown”!

### **Why *Rock Your Crown*? (Personal Statement)**

Did you know that only 27% of college graduates have a job in their field. To add, 70% of American employees actually hate their jobs ([forbes.com](http://forbes.com)). Not surprising. I graduated from college with two bachelor's in both communications and applied psychology. Needless to say, I'm not working in my field after discovering that my calling was beyond my cubicle. I hated being boxed in - literally! I found my passion in uplifting women through the beauty of makeup, and I allowed my purpose to bring me profit.

*Rock Your Crown* is a just an expression of my testimony and gift on a larger scale. I want to encourage women to realize they don't have to settle for where they are, as long as they are willing to do the work. In addition, I will show them how to achieve a flawless face - hands on!

I've been very successful in choosing makeup artistry as a career, and I still have more to achieve. My desire is to simply create what may be a life changing experience through networking, empowerment and beauty for women in the Mid-South.

**Attendees** *Rock Your Crown* will attract women from around the Mid-South who are eager to rejuvenate their aspirations and elevate their beauty skills. Only 75 tickets will be sold, but 100 women from diverse backgrounds are expected to be in attendance.

## About Zii



### ZII, THE MAKEUP ARTIST

**Summary** *Past celebrity and esteemed clients, 6 successful makeup classes, award nominated MUA, and professional artistry evident by her growing clientele.*

Zaniesha Davis, better known as Zii (pronounced zee), is a professional, freelance makeup artist (MUA) and owner of Makeup by Zii, LLC. located in Memphis, TN. With a mission to enhance the confidence of women from the inside out, Zii prides herself on creating positive beauty experiences for her various clients.

She was introduced to makeup while modeling locally. After recognizing her talent of doing makeup, Zii advanced her craft professionally in 2012. Since then, she has graced the faces of notable celebrity's such as the legendary girl group SWV and Erica Campbell of Mary Mary, in addition to Mimi Faust of Love & Hip Hop Atlanta and Tasha Page Lockhart, Season 6 Winner of BET's Sunday Best.

In 2014, Zii's work was featured on Essence.com three times, she is currently nominated for Best MUA of the Year (Best in Black Awards - Memphis) and has conducted several sold out classes for the Memphis area.

Zii's artistry exudes that of much experience and speaks to the grace and beauty of every woman. Her career is on the rise, and she is working to leave her signature on the confidence of ladies around the world. Follow Zii on your favorite social media outlet @MakeupbyZii or visit her at [www.MakeupbyZii.com](http://www.MakeupbyZii.com).

### Zii's Past Class History

1. June 3, 2014 (Live Demonstration)
  - a. 112% Sold Out
2. June 4, 2014 (Live Demonstration)
  - a. 125% Sold Out
3. August 17, 2014 (Everyday Beauty Makeup Demo Class)
  - a. 100% Sold Out
4. August 24, 2014 (MUA Collab n' Class)
  - a. 60% Tickets Sold
  - b. 1 Beauty Sponsor
5. February 22, 2015 (See Me Pretty Live Demonstration)
  - a. 100% Sold Out
  - b. 5 Vendors
  - c. 2 Beauty Sponsors
6. May 3, 2015 (Gracing Face MUA Workshop)
  - a. 91% Tickets Sold
  - b. 8 Beauty Sponsors



My classes and influence on the Mid-South is growing tremendously, and I am proud of my humble beginnings and the exponential growth that God is allowing me. *Rock Your Crown* will be my seventh class and with your help it will be a great success, just as the others.

## SPONSORSHIP/PARTICIPATION OPPORTUNITIES

Apply online at [www.MakeupbyZii.com](http://www.MakeupbyZii.com).

### Be a Vendor

**Vendor Fee:** \$100

**Vendor Capacity:** 10

Each vendor will be exposed to a potential customer base of beauty lovers, entrepreneurs, and working class women of many interests and backgrounds. Rock Your Crown is the perfect place to introduce, sell, or promote your product or business. It's also a great networking opportunity to build your customer base by connecting with other women around the city.

Each vendor will be provided with one 6' table, one chair, one table cloth, and a frame displaying your company's name. You may only have 1 assistant (no exceptions). Your assistant must purchase an admission ticket at a discounted price at the door. Fees are non-refundable.

**Deadline to apply:** October 25, 2015

### Gift Bag Sponsor

**Advertisement Bag Sponsor:** \$25

- Drop your promotional material in 100 giveaway bags. (i.e. Flyer, coupons, business card, brochure, logo'd pen, etc. Only one item per bag.) Fees are non-refundable.

**Product Bag Sponsor:** FREE

- Must be able to provide 100 pieces of products.

Brand/Company Name on event website, social media and ticket site.

**Deadline to apply:** October 25, 2015

### Be an Event Sponsor

**Level 3 - \$500 and up**

- All perks of Levels 1 and 2
- Company logo on photo backdrop
- \$100 Gift Certificate for services with Makeup by Zii, LLC.
- 5 tickets for premium seating

**Level 2 - \$300 - \$499**

- All perks of Level 1
- Vendor Table
- Company logo on screen during the event
- \$50 Gift Certificate for services with Makeup by Zii, LLC.
- 2 tickets for premium seating

**Level 1 - \$100 - \$299**

- Social Media and Website Promotion
- Name and company description on event program
- Bag Insert - Company literature in 100 giveaway bags
- \$25 Gift Certificate for service with Makeup by Zii, LLC.
- Feature during the company presentation segment
- 1 ticket for premium seating

**Deadline to apply:** November 5, 2015



## **Makeup Kit/Product Sponsor**

There will be 100 women in attendance at this event who are eager to learn about and try new product to create a flawless look with Zii's guidance. Your donation of product creates brand visibility for your company in front of beauty lovers of the mid-south. They will be able to apply your product during *Rock Your Crown's* hands-on makeup class.

### **Makeup Kit Sponsors for 100 Kits**

Share the power of what your product can do.

- Company logo and description on event program
- Company logo on screen during the event
- Company logo on photo backdrop
- Social media advertisement by attendees
- Bag insert for 100 bags (business cards, brochure, etc.)

### **In-Kind Makeup Sponsor**

Your donation of at least 20 makeup products (one product/table) will allow attendees to sanitarly share product during the hands-on makeup class to create a flawless look. To show my gratitude, you will receive:

- Company logo and description on event program
- Company logo on screen during the event
- Social media advertisement by attendees
- Bag insert for 100 bags (business cards, brochure, etc.)

**Submission Deadline:** November 5, 2015

Please include the value of donated product, if possible.