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## **SPONSORSHIP** Opportunities

**BRUNCH EXPERIENCE – 11:30am – 2:30 pm**

**APRIL 5<sup>th</sup> – TBA | Atlanta, GA**

**RE-UP COMEDY SHOW – 7:30 pm – 9:00 pm**

**APRIL 5<sup>th</sup> – TBA | Atlanta, GA**

**BLACK CARPET & AWARD SHOW – 2:00pm – 5:30pm**

**APRIL 6<sup>th</sup> – TBA | Atlanta, GA**

**ALL WHITE AFTER PARTY – 8:30pm – 11:00pm**

**APRIL 6<sup>th</sup> – TBA | Atlanta, GA**

## ABOUT Re-UP EXPERIENCE

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The Re-UP Experience is an annual nationwide award show created to recognize and honor excellence among individuals, organizations, and creatives for their efforts to serve their communities through their gifts, talents, and services. As an extension of the Community Service and Leadership Academy, it is the mission of the Re-UP Experience to further the efforts of the academy in ensuring the well-being of communities in need and making sure that service and leadership remains the driving force behind creating a culture of unity.

The Community Service and Leadership Academy (CSLA) is a division of its umbrella company, BounceBackology LLC. The CSLA's mission is to help cultivate, empower, equip, and honor excellence among individuals, organizations, and creatives who serve their communities through their gifts, talents, and services.

The academy was formed by 10 powerhouse women across the nation that have dedicated their lives to empowering, encouraging, supporting, inspiring, mentoring, and serving their communities for a combined 40+ years. Their personal experiences have become the driving force behind winning in life and business. The academy offers a number of support services, resources, and opportunities to its members that aid in helping them continue their work, expand their reach, and grow their platform. Members are able to join as an individual or as an organization and are granted voting rights each year in addition to the other membership perks.

The experience has five core areas, Release, Recoup, Remind, Re-mix, and Repeat. It is designed for people to come together to not only rejuvenate mentally, emotionally, and socially, through a fun interactive experience and celebration, but to also address real, raw issues that negatively impact our families, friends, and communities.... you know... those taboo things, and offers the opportunity to learn from the experiences of others. The event features a brunch, interactive activities, mixer, Live performances, an award show, Black-carpet, All-White Afterparty, and more. A portion of the proceeds (10%) go towards the nonprofit chosen to win the Nonprofit Re-UP of the Year Award.

Each year, attendees are able to participate in a myriad of activities and obtain practical tools to help expand endeavors in their everyday lives, organizations, and communities. We all need a break sometimes and need to get recharged to continue this journey called life and be recognized for the work we do so we know our efforts and service are not in vain, and that it is appreciated.

Every year there is a focus on a theme to highlight those nominated and being honored around the nation and to empower those who attend. Re-UP to Stay Up! This is an experience you do not want to miss! Consider becoming a member of the CSLA today.

Nominees are announced the third week of October.

## AWARD SHOW HOST FOR 2024

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Multi-Award-Winning & Nominated Comedian and Radio Host

**Re-UP**  
Experience

2024 HOST  
COMEDIAN

*Thee D.L. Marshall*





## CORE FOCUS

### Release

Engage in interactive power discussions that allow you to release your thoughts, wisdom, frustrations, and more, about real-life issues that negatively impact our thoughts, emotions, homes, families, and communities.

### Recoup

Receive that push needed to activate that 'Get Back Up' in you, strength, and confidence to keep going no matter what.

### Remind

Let's rewind your life's reel in order to remind you about how far you've come, the power and resilience you possess, why giving up is never an option, and who the hell you are...A Force To Be Reckoned With!

### Re-mix

Now it's time to relax, unwind, and celebrate like it's 1999! Why? Because you freaking deserve it! Re-mix it up with your Re-UP crew at the after-party.

### Repeat

Now take your recharged self, back out into life, turn that resilience up a notch, and then repeat. We'll see you next time



## Re-UP Experience Creators

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The event is comprised of 10 powerhouse women who collectively have over 83 years of experience in organizing community gatherings, speaking, counseling, mentoring, entrepreneurship, and serving others. The powerhouses include:

**Jacquie “Lady J” Murrell of Indianapolis, IN** (Founder/CEO of E.G.O. Entertainment Network, Life Support Company LLC, TV/Radio Personality, Author, Youth/Family/Business Mentor, Speaker, Suicide Awareness/Homeless/Youth Advocate), Celia Colon of Chicago, IL (Emmy Award Nominee, Founder of G.O.D. [Giving Others Dreams], Social Justice/Women’s Incarceration and Re-Entry Advocate, Author, Power 107.9 Radio Co-Host, and Speaker)

**Michelle Jones of Indianapolis, IN** (Award-Winning and International Best-Selling Author, Speaker, and Writer’s Coach, Minister, Speaker, and Media Personality)

**Shan White of Atlanta, GA** (Founder/CEO of Let’s Talk Real Talk Inc., Let’s Talk Catering, and Anointed T-Shirt Company LLC, Author, Speaker, Domestic Violence & Sex Trafficking Advocate)



**Caramel Lucas of Orlando, FL** (Former Hot 107.9 Radio Personality, Podcast Host of Keepin' It Real w/Caramel, Stand Up Comedian, and Reality TV Writer)

**Athena Salisbury of Indianapolis, IN** (Co-Founder of Empowered Living Inc., Author, and JQLM RADIO Personality)

**Shuntell Alston of Indianapolis, IN** (Founder/President of You're Worth Fighting 4 Inc., Author, Speaker, Suicide Awareness Advocate, and Cancer Advocate), **Athena Salisbury of Indianapolis, IN** (Co-Founder of Empowered Living Inc., Author, and JQLM RADIO Personality),

**Rhonda Thompson of Atlanta, GA** (Addictions/Trauma/Behavior Counselor, Founder of Total Breakthrough Center, JQLM RADIO Personality, Author, and Speaker)

**Ranada Dalton of Indianapolis, IN** (Co-Founder of Empowered Living Inc., Author, Licensed Marriage/Family/Sex/Mental Health Therapist, and JQLM RADIO Personality)

**Shamala Wright of Indianapolis, IN** (Founder/President of Force of Evolution Inc., Founder of Evolving Into Me, Author, Producer, Speaker, Youth and Women's Advocate)

**Shirley Carson of Indianapolis, IN** (Founder/President of Survivor's Visions Inc., Domestic Violence Advocate, and Speaker)



## VIEWERS/LISTENERS/FOLLOWERS

### DEMOGRAPHICS AND REACH

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**65%**

#### EDUCATED

More likely to have a  
Highschool diploma and/or  
college degree.

**58%**

#### COMMUNITY

More likely to volunteer with  
or donate to a nonprofit  
organization and participate in  
community events.

**38%**

#### INCOME

More likely to be employed or  
be an entrepreneur that earns a  
Household income of \$45K+

**34%**

#### CULTURE

More likely to be a part of the  
African American, Latino, Caucasian,  
and Mixed-Race cultures that attend  
theatre or music performances and  
networking events.

**68%**

#### AGE/GENDER

More likely to be a male or female in  
age group range of 25 – 45.







## 2-DAY WEEKEND EXPERIENCE

### EVENT DETAILS

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# RE-UP EVENT DETAILS

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## LIVE PERFORMANCES



### ARTIST PERFORMANCE

Performances by several music & spoken word artists



### COMEDY SHOW

Comedy show featuring comedians locally and abroad



### HOST

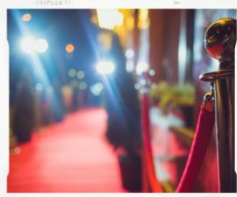
Comedian Thee D.L. Marshall will host the main show and do a small set

## INTERACTIVE ACTIVITY



### INTERACTIVE BRUNCH

Brunch activities, mix & mingle, shop, and more



### RED CARPET

Black carpet experience with VIP guests and media/press



### MEET & GREET & AFTER PARTY

Meet and greet with performers, attendees, celebrity guests,

## DAY 1: Friday, April 5, 2024

11:30am – Brunch

07:30pm – Comedy Show

## DAY 2: Saturday, April 6, 2024

02:00pm – Black Carpet Experience

03:00pm – Main Show

08:30pm – All White Party

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## 2024: ATLANTA, GA – LOCATIONS TBA

2023: INDIANAPOLIS, IN

Sold Out of All Events - 250 Attendees

2024: Expecting 300 to 500 Attendees

ENTIRE EXPERIENCE  
**EVENT BUDGET**

# BUDGET ESTIMATE DETAILS

DESCRIPTION	DESCRIPT.	PRICE	TOTAL
VENUES			
TWO LOCATIONS - 4 EVENTS		\$2300	\$2300
DECOR	BRUNCH & MAIN SHOW	\$500	\$500
CARPET ITEMS	ROPES, STANCHIONS, ETC	\$285	\$285
EVENT MARKETING			
ADVERTISEMENT	TV, RADIO, BILLBOARDS	\$800	\$800
PROGRAMS	MAIN SHOW	\$270	\$270
PRIZES & SWAG BAGS	N/A	\$250	\$250
AWARDS & CERTS.	N/A	\$210	\$210
CREW			
PRODUCTION ASSISTANT	N/A	\$100	\$100
HOST	N/A	\$100	\$100
DJ	N/A	\$300	\$300
MEAL & UTENSILS			
UTENSILS & PLATEWARE	N/A	\$80	\$80
CATERING	BRUNCH	\$250	\$250
GRAND TOTAL			\$5,445



## SPONSORSHIP BENEFITS

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**Elevate Your Brand with the Power of Purpose:** Join us as a sponsor of The Re-UP Experience, where excellence, service, and unity converge to create a remarkable event that celebrates outstanding individuals, organizations, and creatives. As an esteemed partner, you'll align your brand with a legacy of empowerment and positive change, gaining unparalleled exposure and reaping a multitude of benefits that extend far beyond the event itself.

**Make a Lasting Impact:** The Community Service and Leadership Academy, the driving force behind The Re-UP Experience, has a profound mission to cultivate, empower, and honor those who serve their communities. By becoming a sponsor, you'll directly contribute to this meaningful cause and be part of a movement that's making a real difference in the lives of countless individuals and communities in need.

**An Unforgettable Showcase:** Imagine your brand being spotlighted on major national and local news outlets, radio stations, and publications, ensuring your message reaches a vast and engaged audience. With billboards and TV commercials amplifying your presence, your sponsorship investment will translate into invaluable exposure that's hard to match.

**Dive into the Ultimate Experience:** From the captivating Brunch Reloaded to the side-splitting Comedy Show, the glitz and glam of the Black Carpet Experience and Award Show to the euphoria of the All-White After-Party, your brand will be woven into the fabric of every unforgettable moment. Engage directly with attendees, enhance their experience with exclusive swag bags and seat goodies, and leave a lasting impression that resonates long after the event concludes.

**Unmask Hidden Opportunities:** The Re-UP Experience isn't just a celebration... it's a platform for addressing real, impactful issues that often go unspoken. As a sponsor, you'll have the unique opportunity to contribute to these conversations, positioning your brand as a catalyst for change and empathy in society.

**The Power of "Can't Stop, Won't Stop":** Our theme for this year encapsulates the unstoppable spirit of individuals and organizations dedicated to creating a better world. By associating your brand with this powerful sentiment, you'll showcase your commitment to relentless progress and positive transformation.

**Re-Up Your Brand's Visibility:** Harness the momentum of The Re-UP Experience to supercharge your brand's visibility, loyalty, and reputation. Connect with a diverse audience that resonates with your values, and leave a legacy of impact that transcends the event itself.

**Act Now:** Secure your sponsorship slot today and take advantage of this golden opportunity to align your brand with purpose, recognition, and unity. Join us at The Re-UP Experience and be the driving force behind a culture of positive change and service, embodying the mantra "Re-Up To Stay Up!" Your brand's success story starts here.



**SPONSORSHIP**

Opportunities



## Re-UP EXPERIENCE

### **SPONSORSHIP LEVELS**

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#### **VIP TITLE SPONSOR**

**\$4K – 2 Available**

##### **ENTIRE WEEKEND (TITLE EVENT SPONSOR)**

- 4 Complimentary tickets (VIP Combo)
- Ability to address Brunch, Comedy, & Main Show attendees (Live or Virtually)
- Logo included in event signage
- Logo added to the banners (Sponsor & Backdrop)
- Included in the sponsor's reel
- Mentioned during the event and co-branding on all promotional material "Presented By"
- Included in press release of event and award winner's announcements
- Included in E-mail blast and Sponsors E-mail campaign
- Logo added to website and Media partner's
- Full page ad in event booklet
- Business Card & Info included in Swag Bags
- Included in Radio, TV, billboard promotion (with your own 30-second commercial added)
- Included in social media promotion
- Live plugs on-air and 15-minute interview on JQLM RADIO
- Sponsor Certificate & Present the Legacy Award

#### **DIAMOND SPONSOR**

**\$2.5K – 2 Available**

##### **BRUNCH / BLACK-CARPET / COMEDY SHOW / ALL-WHITE PARTY**

- 3 Complimentary tickets (VIP Combo)
- Ability to address Brunch & Main Show attendees (Live or Virtually)
- Logo included in event signage
- Logo added to the sponsor banner
- Included in the sponsor's reel
- Mentioned during the event and co-branding on all promotional material "Sponsored in Part By"
- Included in press release of event and award winner's release
- Included in E-mail blast and Sponsors E-mail campaign
- Logo added to website and Media partner's
- Full page ad in event booklet
- Business Card & Info included in Swag Bags
- Included in Radio and TV promotion
- Included in social media promotion
- Live plugs on-air and 15-minute interview on JQLM RADIO
- Sponsor Certificate & Present the Lifetime Achievement Award

## Re-UP EXPERIENCE

### **SPONSORSHIP LEVELS**

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#### **PLATINUM SPONSOR**

**\$1K – 4 Available**

##### **BRUNCH / BLACK-CARPET / COMEDY SHOW**

- 2 Complimentary tickets (VIP Combo)
- Logo included in event signage
- Logo added to the sponsor banner
- Included in the sponsor's reel
- Mentioned during the event and co-branding on all promotional material "Sponsored In Part By"
- Included in press release of event and award winner's release
- Included in E-mail blast and Sponsors E-mail campaign
- Logo added to website & Media partner's site
- ½ page ad in event booklet
- Business Card & Info included in Swag Bags
- Included in Radio promotion
- Included in social media promotion
- Live plugs on-air and 15-minute interview on JQLM RADIO
- Sponsor Certificate

#### **GOLD SPONSOR**

**\$750 – 4 Available**

##### **BRUNCH / MAIN SHOW / COMEDY SHOW**

- 3 Complimentary tickets (1 per event)
- Logo included in event signage
- Logo added to the sponsor banner
- Included in the sponsor's reel
- Mentioned during the events
- Included in E-mail blast and Sponsors E-mail campaign
- ¼ page ad in event booklet
- Logo added to website
- Business Card & Info included in Swag Bags
- Included in Radio promotion
- Included in social media promotion
- Live plugs on-air (radio)
- Sponsor Certificate

## Re-UP EXPERIENCE

### **SPONSORSHIP LEVELS**

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#### **SILVER SPONSOR** **\$500 – 6 Available**

##### **BRUNCH & MAIN SHOW (GENERAL)**

- 2 Complimentary tickets (1 per event)
- Logo included in event signage
- Included in the sponsor's reel
- Mentioned during the events
- Logo added to website
- Business Card & Info included in Swag Bags
- Live plugs on-air (radio)
- Sponsor Certificate

#### **BRONZE SPONSOR** **\$250 – 8 Available**

##### **BRUNCH & MAIN SHOW (GENERAL)**

- 1 Complimentary ticket (Choose 1 event)
- Logo included in event signage
- Included in the sponsor's reel
- Mentioned during the events
- Logo added to website
- Business Card in Swag Bags
- Sponsor Certificate
- (Sponsor perks cover both events listed)

**SPONSOR BENEFITS:** In addition to visible and tangible materials in direct contact with 300+ attendees, ongoing radio and television promotion across the Midwest and Southern states will be seen numerous times to thousands while social media campaigns and promotions are reshared, automated event and sponsor announcements are sent out across the Re-UP Experience/E.G.O. Entertainment/Teams databases of over 2,500 people, press releases are sent out to PR wires, radio stations, and news channels (distributed to over 2M+ people/impressions), in addition to the event being added to News Station calendars with your branding associated and mentioned, and direct linking to your website is established through the clicking of your logo on our site and affiliate sites. The event's recording will also be promoted across all social media and various news platforms. E.G.O. Entertainment Network is the official media and marketing brand for the Re-UP Experience.



## PRESS & MEDIA PARTNERS

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The Re-UP Experience is a division of BounceBackology LLC (formerly Life Support Company LLC) and is partnered with E.G.O. Entertainment Network LLC.

Media and Press opportunities are available. If you are interested in becoming a media partner or obtaining press credentials, please contact us on our website or email us at [press.reupexperience@gmail.com](mailto:press.reupexperience@gmail.com). For general inquiries, contact us at [contact@reupexperience.com](mailto:contact@reupexperience.com) or [reupexperience@gmail.com](mailto:reupexperience@gmail.com).

### AS A MEDIA PARTNER, YOU WILL:

- Promote the event on your digital, print, broadcasting, and social media networks
- Commit to providing media coverage of the event before, during, and after
- Add the Re-UP Experience logo/banner to your social media networks and website
- Provide co-promotion on any partnering outlets

### IN RETURN, WE WILL:

- Provide co-promotion of your platform/network
- Add your logo to our website and partnering websites
- Issue 2 complimentary “General” Experience tickets
- Include you as a media partner on all print and digital promotional materials in addition to event signage
- Issue 2 press credentials per event





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