I'M ME TOUR
COLLEGE EDITION

TEXAS SOUTHERN UNIVERSITY PRAIRIE VIEW A&M HUSTON TILLOTSON
GRAMBLING STATE UNIV. SOUTHERN UNIV. DILLARD UNIV.
CLARK ATL UNIV. SPELMAN COLLEGE

i'm me

JJ'S I'M ME FOUNDATION

We encourage ladies and young girls to be the best version of themselves, by exposing them to leaders and influencers in the community who provide career development, lifestyle planning, health and wellness training, and character education.

THE I'M ME TOUR - COLLEGE EDITION

An empowering experience for ladies who are college freshman! The I'm Me Tour is designed to give 300 freshman young ladies the tools they need to challenge themselves in all areas of their lives especially during their first year in college ! During this one and a half day experience, our ladies participate in sessions on Health/Fitness, Beauty/Style, Goal Setting, Etiquette, Cooking, Finance, Robotics and more.

22%

BLACK WOMEN ONLY MAKE UP 8% OF THE POPULATION, 22% OF HOMICIDES RESULTING FROM DOMESTIC VIOLENCE,MAKING IT ONE OF THE LEADING CAUSES OF DEATH FOR BLACK WOMEN AGES 15 TO 35
~TIME.COM

8%

BLACK WOMEN MAKE UP JUST 8 PERCENT OF PRIVATE SECTOR JOBS AND LESS THAN 2% OF LEADERSHIP ROLES
~JETMAG

3%

MAJOR TECH COMPANIES LIKE APPLE, FACEBOOK AND GOOGLE ARE HIRING THOUSANDS OF WORKERS, ON AVERAGE, THEIR EMPLOYMENT OF BLACK WOMEN COMES IN AT JUST 3%.
~USATODAY

57%

57 PERCENT OF BLACK WOMEN ARE OBESE
~CBS NEWS

14%

BLACK GIRLS AND YOUNG BLACK WOMEN COMPRISE JUST 14% OF THE GENERAL YOUTH POPULATION, YET THEY COMPRISE FULLY 1/3 OF ALL GIRLS AND YOUNG WOMEN BEING DETAINED AND COMMITTED TO THE JUVENILE JUSTICE SYSTEM. ~NCBCP

14 INTERACTIVE WORKSHOPS

I'M BEAUTIFUL
(LIFESTYLE APPAREL)

I'M BEAUTIFUL
(SKINCARE/MAKEUP)

I'M BEAUTIFUL
(NATURAL HAIR CARE)

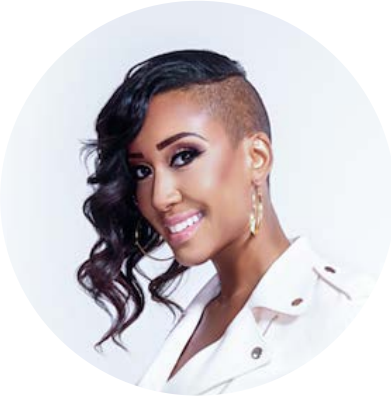
I'M LIVING THE GOOD LIFE
(GOAL SETTING/VISION BOARDS)

I'M GETTING MY MIND RIGHT!
(ART THERAPY)

I'M SUCCESSFUL
(CAREER DEVELOPMENT)

I'M FIT AND FABULOUS
(CIRCUIT TRAINING &
NUTRITION)

I'M FIT AND FABULOUS!
(YOGA)



I'M ME!
(SELF-LOVE)

I'M ME!
(SELF-CARE)

I'M ME!
(SELF-CONFIDENCE)

I'M GETTIN' MONEY!
(FINANCIAL LITERACY COMPETITION)

I'M A TECHY!
(ROBOTICS COMPETITION)

I'M COOKIN'!
(COOKING COMPETITION)

Schedule

Saturday

- 9AM - REGISTRATION
- 9:30AM -11AM (SESSIONS A)
- 11:30AM -1PM (SESSIONS B)
- 1PM -2PM MUNCH & MINGLE
- 2:15PM - 1:45PM (SESSIONS C)
- 2PM -3:30PM (SESSIONS D)
- 3:30PM -4PM (DAY 1 WRAP UP)

Sunday

- 10AM -11AM (FITNESS SESSIONS)
- 11AM-12PM (DAY 2 WRAP UP/GIVEAWAYS)

SPONSORSHIPS

MAJOR BLACK GIRL MAGIC
($20,000)

- Name above event title - YOUR BRAND NAME presents The I'm Me Tour
- Category Exclusivity
- Logo on T-shirts
- Brand/Logo integration in all collateral, top tier placement on/in press releases, marketing materials
- Opportunity to develop exclusive consumer content
- Custom Branding with Just Say Cheese Photo Booth
- Opportunity to partner on press, PR and social media efforts
- 6 Social media posts from I'm Me Foundation, JJ & speakers leading up to the event
- On-site activation/sponsor managed product display table at event
- Logo placement on I'm Me Foundation website with clickable URL
- Opportunity for an executive to speak at the event
- Full page ad within welcome package
- (40) :15 Commercials "OUR COMPANY supports JJ's I"m Me Tour..." Spots to run two weekends prior to event (6AM-MID Saturday/Sunday on local hip hop radio station

SPONSORSHIPS

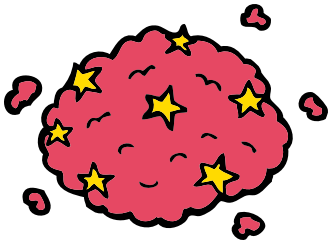
BIG BOTTLE OF BLACK GIRL MAGIC ($15,000)

- Sponsor of an I'm Me Session
- Logo on T-shirts
- Category Exclusivity
- Brand/Logo integration in all collateral, top tier placement on/in press releases, marketing materials
- Opportunity to develop exclusive consumer content
- Opportunity to partner on press, PR and social media efforts
- 4 Social media posts from I'm Me Foundation, JJ & speakers leading up to the event
- On-site activation/sponsor managed product display table at event
- Logo placement on I'm Me Foundation website with clickable URL
- Opportunity for an executive to speak at the event (10 Minutes)
- Full page ad in Welcome Package
- (30) :15 Commercials "OUR COMPANY supports JJ's I"m Me Tour..." Spots to run two weekends prior to event (6AM-MID Saturday/Sunday on local hip hop radio station)

SPONSORSHIPS

SMALL BOTTLE OF BLACK GIRL MAGIC ($10,000)

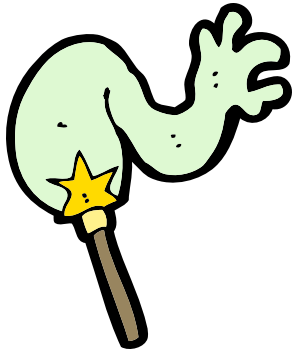
- Logo on T-shirts
- Category Exclusivity
- Brand/Logo integration in all collateral, top tier placement on/in press releases, marketing materials
- Opportunity to develop exclusive consumer content
- Opportunity to partner on press, PR and social media efforts
- 4 Social media posts from I'm Me Foundation, JJ & presenters leading up to the event
- On-site activation/sponsor managed product display table at event
- 4 Facebook Live Sponsorships during pre-promotion of the event
- Logo placement on I'm Me Foundation website with clickable URL
- Opportunity for an executive to speak at the event (10 Minutes)
- Full page ad in Welcome Package



SCOOP OF BLACK GIRL MAGIC ($7500)

- Logo on T-shirts
- Brand/Logo integration in all collateral, top tier placement on/in press releases, invites, etc.
- Opportunity to partner on press, PR and social media efforts
- 2 Social media mentions from JJ, JJ's I'm Me Foundation and presenters leading up to the event
- On-site activation/sponsor managed product display table at event for engagement
- Logo placement on ImMeFoundation.org website with clickable URL
- 1/2 page ad in Welcome Package

SPONSORSHIPS



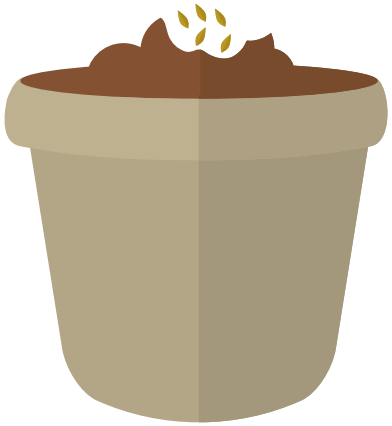
BIG SPRINKLE OF BLACK GIRL MAGIC ($5000)

- Logo on T-shirts
- Brand/company Logo included in all press releases, advertising material and social media posts published after the sponsorship date, where sponsors are mentioned
- One post to all of JJ's and JJ's I'm Me Foundation social media (Facebook, Instagram and Twitter)
- Items in goodie bags (300 per school)
- Logo placement on ImMeFoundation.org website
- 1/4 page ad Welcome Package

JUST A SPRINKLE OF BLACK GIRL MAGIC ($2000)

- Logo on Sponsorship Signage at event Name/company logo included in all press releases, advertising material and social media posts published after the sponsorship date, where sponsors are mentioned
- One public "thank you" via Facebook, Twitter and Instagram (including your company logo/business card and website)

SPONSORSHIPS



SEW A SEED
($150 PER GIRL)

- Want to simply sponsor a girl or group of girls to attend? While we offer this tour to each student at a cost of only $5.00, the total cost for each student to attend is $150. This includes their materials, goodie bags, journals, t-shirts and lunch.

REACH

65k

JJ + JJ'S I'M ME FOUNDATION INSTAGRAM

JJ + JJ'S I'M ME FOUNDATION FACEBOOK

16k

16.8k

JJ + JJ'S I'M ME FOUNDATION TWITTER