

Presentation by **LeAnn Flores**

Dadz in Motion

leann@vecina cafe.com

LeAnn Flores



954-732-9659



2024

Overview

We are creating a photoshoot campaign that celebrates the incredible fathers who are not only dedicated to their fitness journeys but also to their families. We aim to capture the moments of strength, love, and dedication that these fathers embody, both in their workouts and their roles as parents.

Distribution

The photos and stories can be shared on social media, in print magazines, and local newspapers. Additionally, we are organizing a local community event on January 13th, 2024 to showcase the campaign and raise awareness about the importance of fitness in family life. This campaign not only promotes fitness but also reinforces the significance of strong family relationships, making it both inspiring and relatable to a wide audience.



Key Message

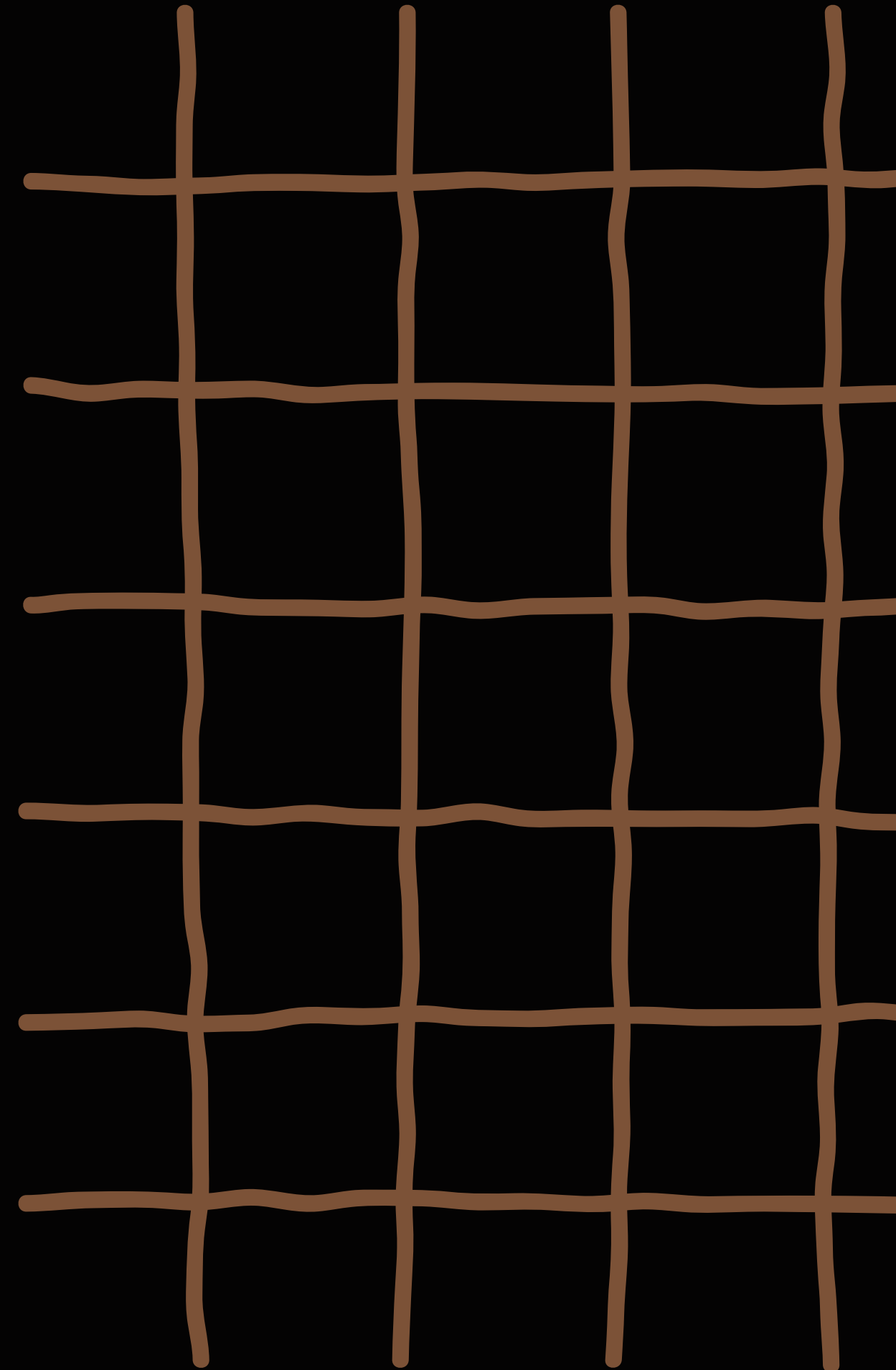
Highlight the message that fitness isn't just about personal health; it's about setting an example for the next generation and building strong, lasting bonds with our children.



Why Sponsor "Dadz in Motion"?

By becoming a sponsor, you will not only support a meaningful project but also enjoy a range of benefits, including:

1. **Prominent Brand Exposure:** Your brand will be prominently featured in all campaign materials, including press releases, social media posts, and our dedicated campaign website.
2. **Exclusive Booth Space:** As a sponsor, you will receive complimentary booth space at our "Dadz in Motion" exhibit, providing an excellent opportunity to showcase your products or services to our engaged audience.

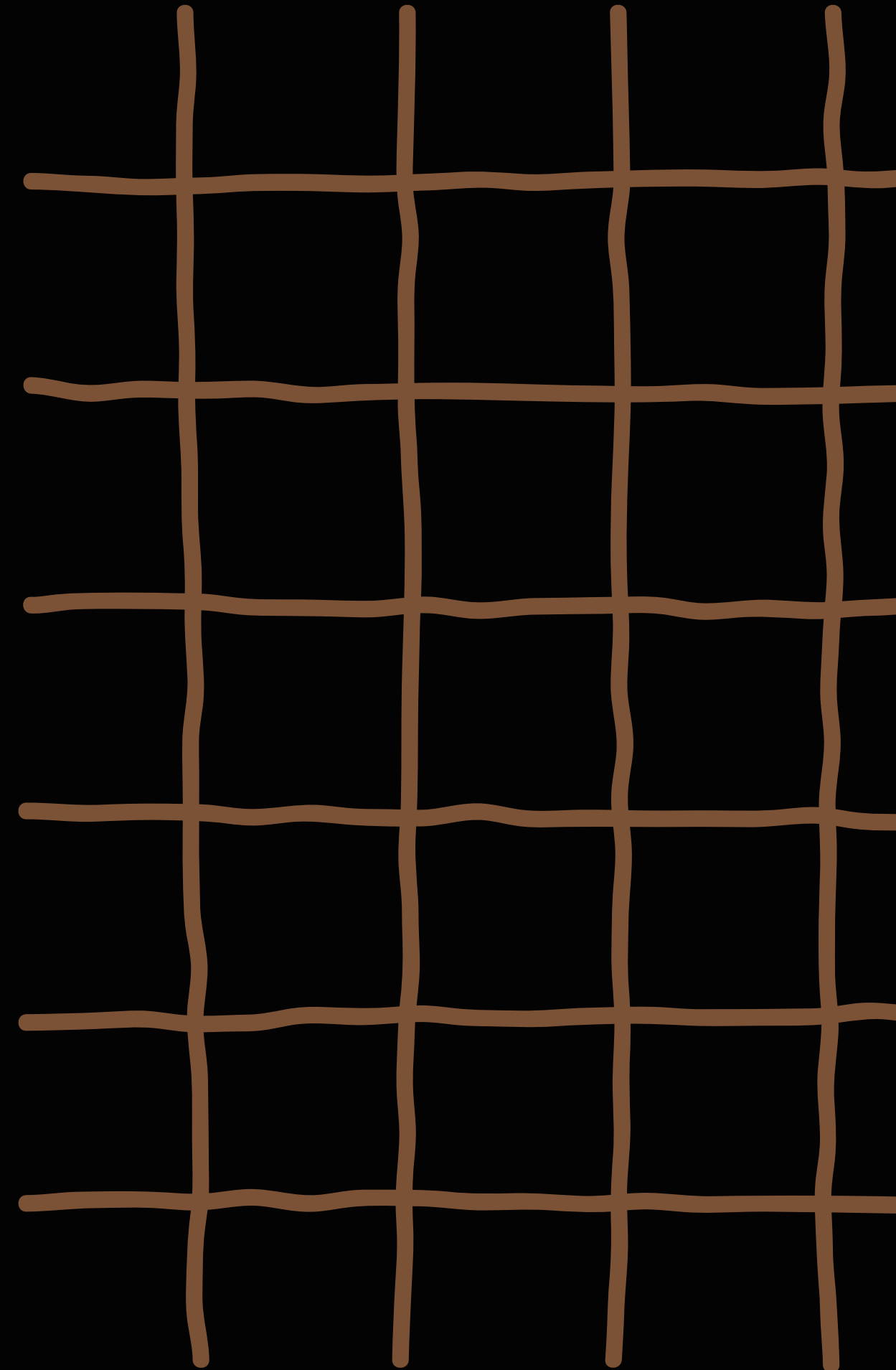


Why Sponsor "Dadz in Motion"?

By becoming a sponsor, you will not only support a meaningful project but also enjoy a range of benefits, including:

3. **Networking Opportunities:** Connect with influencers, photographers, and fellow sponsors, fostering valuable relationships for potential future collaborations.

4. **Community Impact:** Align your brand with a project that celebrates and supports fathers in their vital roles, showcasing your commitment to social responsibility.



Sponsorship Levels:

01

Platinum Sponsor (\$5,000):

- All Bronze, Silver, and Gold Level Benefits. - Featured Story: Highlight the sponsor's story and involvement in a dedicated campaign blog post. - Keynote Speaking Opportunity, Custom Collaboration.

02

Gold Sponsor (\$3,000):

- All Bronze and Silver Level Benefits. - Exclusive Photo Session, Premier Logo Placement, VIP Event Experience.

03

Silver Sponsor (\$1,500):

- All Bronze Level Benefits. - Event Access, Brand Mention, Promotional Video: Create a short promotional video featuring the sponsor's involvement.

04

Bronzer Sponsor (\$500):

- Logo Placement: Display the sponsor's logo on promotional materials, Social Media Shoutout. - Exclusive Updates: Provide sponsors with behind-the-scenes updates on the campaign's progress, Thank You Package.

Budget Plan

1. Model Fees: - Four models at \$500 each: \$2,000
2. Photographer Fees: - Photographer's fee: \$3,000
3. Location Rental: - Studio or location rental: \$2,500
4. Wardrobe and Styling: - Wardrobe and styling: \$1,500
5. Hair and Makeup: - Hair and makeup for models: \$1,200
6. Props and Set Design: - Props and set design: \$1,000
7. Equipment Rental: - Camera and lighting equipment rental: \$1,800
8. Post-Production and Editing: \$2,500
9. Marketing and Promotion: - Print materials (flyers, posters): \$1,500 - Website development and maintenance: \$1,000
10. Exhibit Event Costs: - Venue rental for exhibit event: \$2,000 - Exhibit materials and printing: \$1,500 - Event promotion and catering: \$1,800
11. Miscellaneous Expenses: - Miscellaneous expenses (transportation, permits, etc.): \$1,500

Conclusion

We believe that "Dadz in Motion" is an exceptional opportunity for your brand to connect with a diverse and engaged audience while supporting a noble cause. Together, we can capture the essence of fatherhood and make a lasting impact.

To discuss sponsorship opportunities in detail and customize a package that aligns with your goals, please contact us at 954-732-9659. Your support is crucial in helping us reach our \$15,000 fundraising target and bring this inspiring campaign to life.

LeAnn Flores

Presentation by **LeAnn Flores**

**Thank You
So Much!**

leann@vecina cafe.com

LeAnn Flores



954-732-9659



2024

Concept:

Our photoshoot campaign celebrates the incredible fathers who are not only dedicated to their fitness journeys but also to their families. We aim to capture the moments of strength, love, and dedication that these fathers embody, both in their workouts and their roles as parents.

Distribution:

An art exhibit, featuring captivating photographs from our campaign, beautifully capturing the essence of these dedicated dadz. In addition, our event will host vendor booths from supportive companies, offering valuable resources and merchandise to enhance the fitness and parenting journeys of these incredible fathers.

Leann@vecinacafe.com

Dadz in Motion

Photo Shoot Campaign

JOIN US

954-732-9659

Audience:

Diverse community of fathers and families who value fitness, wellness, and the importance of active parenting. This event is designed to resonate with dadz of all ages and backgrounds who are committed to their physical well-being and seek valuable resources to support their parenting journey.

Purpose:

This event was created in memory of my late uncles, who passed away in 2021 months apart, and all the dedicated fathers out there, "Dadz in Motion" is a heartfelt endeavor, a tribute to a legacy of love, and a reminder that being a great dad involves nurturing your own well-being while nurturing the future. Join us in this celebration of strength, love, and dedication, as we honor the memory of those who have inspired us to be the best we can be.