



The 28th Annual Expo for Women has been on a mission to help women from all walks of life to be healthy, wealthy and wise; and to rebuild, rejuvenate, educate and empower women in our community to improve their quality of life. The Expo for Women is locally operated by women in our community and is managed by C2 Your Health LLC, a locally woman-owned business.

In 2013 the Expo for Women launched Ultimate Ladies Day Celebration, A Day of Beauty Inside and Out. This is a first-of-its-kind, large scale local community event that brings women from all walks of life together in a fun, open environment to discover, shop and support local designers, artists, specialty retailers and area nonprofits. Attendees will treat themselves and their girlfriends to a fabulous day of shopping, food, beverage and product sampling, fashion shows, art, health and wellness demonstrations, rejuvenation services and more.

As described in the attached market report, over the 26 years this event's proceeds have supported many local and national charitable foundations that support women for a lifetime in our community.

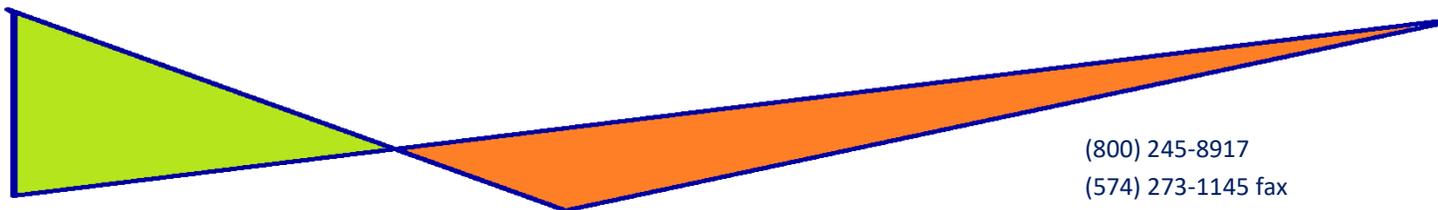
Frequently Asked Questions About Sponsorship

1. What direct impact will this sponsorship have on the community?

The primary goal of this event is to connect women with mental, physical and spiritual health and wellness products and services to improve the quality of their life. This event is self-funded and the non-profit services presented and showcased are directly connected to the funds raised. This donation will help enable the 2016 Expo for Women to promote the show to the Local Michiana area wide community in particular – women. The show promotion is focused on the event; however, the sponsoring company is promoted for the following 12 months on social media channels. The benefits to our show sponsors are many, including increasing their visibility, their community involvement and good citizenship in demonstrating support of women betterment causes.

2. What has the Expo for Women event achieved and impact on the community?

Over the past 26 years of the Expo for Women the funds raised go directly back to support the local economy as well as non-profits. During this daylong event, stay at home moms, working women, professional women, daughters, sisters, grandmothers and girlfriends will engage in activities that help to learn, grow, connect and assist in self-empowerment and self-improvement. The local exhibitor businesses and non-profits offer solutions to improve the quality of their life, their family and our community. The attendance to the event varies from year to year with the highest being 4,888. With our social media channels and partner associations that number can be another 6,000 over the year.



(800) 245-8917
(574) 273-1145 fax

www.CindyCohenRN.com
Cindy@CindyCohenRN.com

3. How much of the sponsorship donation is being put to work in charitable work?

The non-profit organizations who participate at the event do so at no charge and benefit 100% from their efforts. The charities that are supported vary from year to year. Depending on community sponsor donations approximately 30% of the event proceeds go to community giving either by direct contribution and/or free exhibit space donation. This year the non-profit organizations that will be part of our community giving program are Goodwill Industries of Michiana, Angel Awards (community service awards), Cultivate Culinary School & Catering (Cultivate), The Juice Plus Foundation and Downtown South Bend.

4. What are the various support levels of sponsorship including the benefits?

The 2018 Expo for Women has three levels of sponsorship - Gold (\$3,000), Silver (\$2,000) and Bronze (\$1,000). Companies, organizations, and associations take advantage of the package that best benefits them and demonstrates good citizenship. For each level the sponsor receives paid advertisement in connection with the event. All media channels are utilized TV (ABC 57 News), Radio (B100 Country), Social Media Channels (Facebook, Twitter, Pinterest, Instagram, YouTube.com etc.) Email marketing (12,000 impressions), Internet advertising (10,000 impressions) magazine advertisements and print with their name and logo. Plus at the show event we promote sponsors via stage promotion, posters, and listing in the event program. (See attached report for specifics)

5. How will the community be made aware of the sponsorship donation?

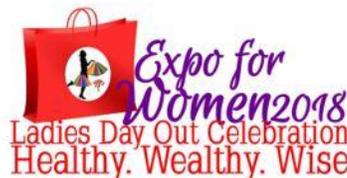
Your company's logo and or name will be on all marketing materials, ads, social media channels, videos and postings. Your company's logo mention will appear on all TV advertisements and mentioned on all radio advertisements. Your company will be marketed/recognized about the Expo for Women for the months leading up to the event and the 12 months following the event. Your company will be encouraged to use the Expo for Women Facebook page for advertising special product sales, and community events. The estimated reach of social media is approximately 6,000 per month in nonevent months. In the weeks leading up to the event the social media reach approximately 2,000 per day.

A market survey is compiled following the event and is available to our sponsors.

We are looking forward to a great community event to rebuild, rejuvenate, educate and empower women in our local community to improve their quality of life. Thank you and Meijer for being part of the 2018 Expo For Women Healthy. Wealthy. Wise. Ladies Day Out Celebration.

Sincerely,

Cindy Cohen RN, BS BA
Certified Health Coach
Wellness Consultant
C2 Your Health LLC



(800) 245-8917
(574) 273-1145 fax

www.CindyCohenRN.com
Cindy@CindyCohenRN.com