

Dear Sponsor:

My name is **Lawanda Lee Anderson** and I am the **president** of “**Words of Essence, LLC.**” I am also a motivational speaker, poet, and the author of two inspiring books of poetry entitled, “*Words of Essence*” and “*The Voices of Many.*”



I am writing this letter to request your **Sponsorship and Advertisement** for our upcoming **Virtual Event** entitled, “**The 16<sup>th</sup> Annual “Gospel Showcase & Talent Show 2021”**” which will take place on **October 10, 2021** at **5pm.**

### **HIGHLIGHTS**

**Within the past 15 years, Words of Essence has sponsored 3 highly effective community events:**

**6<sup>th</sup> Annual “Aspiring Writers Info Session”** – motivated audience members to enhance writing abilities through receiving information from a panel of professional authors and publishers.

**15<sup>th</sup> Annual “Gospel Showcase & Talent Show”** – provided a platform for local artists, singers and dancers to perform for Professional Judges who were radio hosts and announcers, while awarding the winners cash prizes, free studio recording and rehearsal hours, trophies, etc.

**3<sup>rd</sup> Annual “Business Men & Women Expo”** – inspired future entrepreneurs and business owners with strategies and financial information by bringing in credible speakers.

In addition, **Words of Essence** participated in over **100 speaking engagements**, was presented an award as an “**African-American Literary Figure**” by Johnston County Heritage Center/ Library (2015), nominated as “**Woman of the Year**” by **Spectacular Magazine** (2015), was featured on **Brandnews.com – Christopher “Play” Martin’s show** (2011), represented Durham Technical Community College during the **Chamber of Commerce’s 100<sup>th</sup> Anniversary** (2006), was featured in a full page article in the Aug/Sept. edition of **Spectacular Magazine** (2006), and received other honorable opportunities via **radio and television interviews** (2005 - present).

As a **Sponsor** of **Words of Essence**, you will not only be investing in one of the **Top Innovative Organizations**, but you will be directly impacting our communities, while enhancing your advertisement presence with our venues.  
(See page 2 for “Sponsor Benefits”)

We are extremely excited about your consideration in becoming a **Sponsor (Distinguished, Gold, Silver or Bronze)** and are certain that your company will greatly benefit from the advertising and marketing opportunities implemented by **Words of Essence** to give your business more exposure, while demonstrating your concern for community involvement. If you have any questions, please contact me at **(919) 624-4138.**

Please mail your contribution to the above address **Before October 1, 2021.** Thank you in advance for your investment in the **Community and Words of Essence, LLC!**

Sincerely,

Lawanda Lee Anderson, *CEO/ President*

**SPONSOR BENEFITS – VIRTUAL SHOWCASE EVENT**

**DISTINGUISHED SPONSOR - \$1000**

*(Full Page Ad)*

- Media recognition via Radio Commercials as a Co-Sponsor of the 16<sup>th</sup> Annual “Gospel Showcase & Talent Show 2021”
- Media Reel Impression (Company logo and 60 second commercial displayed during event)
- Company Name verbalized as Business Presenter of “Talent Show segment”
- Receive Free Admission (20 Person Web Link Access)
- Receive a personal autographed copy of “Words of Essence” poetry book
- Featured on the Words of Essence’s Website
- Verbal Recognition during event

**Gold Sponsor - \$500**

*(Full Page Ad)*

- Receive Free Admission (10 Person Registration Link Access)
- Display 30 second commercial during event
- Verbal Recognition during event & Online Contributors List
- Advertisement Featured during Online Show
- Featured on the Words of Essence’s Website
- Receive a personal autographed copy of “Words of Essence” poetry book

**Silver Sponsor - \$200**

*(1/2 Page Ad)*

- Verbal Recognition during event & Online Contributors List
- Advertisement Featured during Online Show
- Receive Free Admission (5 Person Registration Link Access)
- Featured on the Words of Essence’s Website

**Bronze Sponsor - \$100**

*(1/4 Page Ad)*

- Receive Free Admission (2 Person Registration Link Access)
- Verbal Recognition during event & Online Contributors List
- Business Featured on the Words of Essence’s Website

**W.O.E. Shout Outs - \$50 (NEW)**

*(Business Card Ad & Statement of “Congrats for 15 years”)*

- Verbal Recognition during event & Online Contributors List  
*(Company name, Business Card Ad and Congratulatory message)*
- Business Featured on the Words of Essence’s Website

\* Media / Advertisement Submissions will be Displayed during Sponsor Recognition \*

**SPONSORSHIP FORM**

Please Check the following option(s) and place your contact information below.

**Included with your Submitted Information should be the following:**

- 1.) Typed copy of company information or submit form below
- 2.) Attach Advertisement in completed format (business card – Full page) and/or Congratulatory message (optional)
- 3.) Email Packet of info to: [Godslove232@yahoo.com](mailto:Godslove232@yahoo.com) under Subject line, “Gospel Showcase Sponsorship Ad”
- 4.) **Submit Sponsorship fee via [www.Eventbrite.com](http://www.Eventbrite.com): Search “Words of Essence Gospel Showcase event”**

**OR**

**\*\* (OPTIONAL) MAIL Payment and Advertisement to: Words of Essence, PO Box 13182, Durham NC 27709 \*\***

**\*\*\*\* DEADLINE OCTOBER 1, 2021 \*\*\*\***

\_\_\_\_\_ Distinguished Sponsor - \$1000

\_\_\_\_\_ Gold Sponsor - \$500

\_\_\_\_\_ Silver Sponsor - \$200

\_\_\_\_\_ Bronze Sponsor - \$100

\_\_\_\_\_ W.O.E. Shout Outs/Business Card - \$50

\_\_\_\_\_ Virtual Registration Ticket - \$5

\_\_\_\_\_ Donation (Any Amount Desired)

**\_\_\_\_\_ TOTAL AMOUNT SUBMITTED VIA EVENTBRITE.COM**

Contact Name/ Organization \_\_\_\_\_

Phone number/ Email Address/ Website \_\_\_\_\_

Address \_\_\_\_\_

\*Optional: Celebratory Message (W.O.E. Shout Outs – level) \_\_\_\_\_