



Women

Cultivating Greatness

Connect, Communicate, Collaborate

Sponsorship Opportunities

Diva's Day 2022

Mission Statement

The mission of Women Cultivating Greatness is to address the needs of brilliant women who learn differently by offering tools and techniques that minimize barriers to economic, emotional, and educational success improving overall quality of life.

- *Nearly **43 million U.S. adults** lack the basic English literacy skills required to succeed in the workforce and achieve economic self-sufficiency.*
- *ADHD symptoms in girls are often viewed as character traits rather than symptoms of a condition.*



PROBLEM TODAY...

- Depression on the rise...
- Deaths by suicide.
- Is this new?

Vision Statement

To increase awareness and advocacy for adult women with learning challenges, such as dyslexia, attention deficit disorder (ADD) and attention deficit hyperactivity disorder (ADHD). Women Cultivating Greatness is the result of our founder's life experiences with confusion and isolation with learning challenges. We are dedicated to giving every woman an equal opportunity to achieve success by providing support for women who learn differently to ensure lifelong sustainability.

Dyslexia is the most common learning disability, with 20 percent of children in special education for a learning disability estimated to have dyslexia. Dyslexic children grow up to be dyslexic adults. Thirty percent of people with dyslexia do not know it.



Signature Event: Diva's Day

Divas Day is a one-day empowerment and shopping event where women from all over Houston and surrounding areas come together to refresh their minds, restore their spirits, and revitalize their lives!

Each year, 3-5 professional speakers present workshops on topics such as finances, mental health, physical health, how to network like a pro, mother-daughter relationships, fashion, and so much more! Because we have continuously provided high value and engaging events, Diva's Day has sold out year after year.

With 2022 being the 12th year anniversary of Diva's Day, we are looking forward to another sold out event and every woman walking away with the tools, information, and a few shopping bags that will help them continue to Cultivate the Greatness that each woman already has within her.





Who benefits from Diva's Day?

Diva's Day is the primary fundraising events for our Life Skills for Women Who Learn Differently Program. This program is specifically for women who struggle with:

- Dyslexia
- Dyscalculia
- Dysgraphia
- Processing Deficit
- ADD/ADHD
- Other Learning Challenges

Many of these challenges leave women feeling ***ashamed, embarrassed, and secretly struggling*** to keep up with the demands of work and home. The program will provide women with workshops, trainings, and professional resources to help them perform and excel in every area of their lives.

How you can help

WCG is pleased to invite you to play an important role of **Sponsor** in our organization.

By becoming our sponsor, you will:

- Enjoy heightened visibility;
- Unparalleled brand exposure;
- Leverage our reach and connection to help grow your business;
- Reach our clients, which includes include women professionals, women-owned companies and minority business owners who have great purchasing power.



Diamond Sponsorship Package - \$4,000

- Brand Logo & Name Displayed on All Event Ads & Email Blasts
- Brand Logo & Name on All Event Social Media Posts
- 5 Minutes of Speaking Opportunity at the Event
- Recognition during Opening of the Event
- Business Logo & Name placed on the Diva's Day website
- Full Page Ad in the Event Program
- Acknowledgements on Radio & Media Campaigns and Press Releases
- 8 VIP Complimentary Tickets to the Diva's Day 12-Year Celebration on Saturday, October 8, 2022
- Professional Video & Photos posted on Social Media Facebook, Instagram, and LinkedIn
- Business Card in VIP and General Admission Gift Bags



Platinum Sponsorship Package - \$1,000

- Brand Logo & Name Displayed on All Event Ads & Email Blasts
- Brand Logo & Name on All Event Social Media Posts
- Recognition during Opening of the Event
- Business Logo & Name placed on the Diva's Day website
- ½ Page Ad in the Event Program
- Acknowledgements on 2 Radio & Media Campaigns and on Press Releases
- 5 VIP Complimentary Tickets to the Diva's Day 12-Year Celebration on Saturday, October 8, 2022
- Business Card in VIP and General Admission Gift Bags





Gold Sponsorship Package - \$500

- Brand Logo & Name Displayed on 5 Event Ads & Email Blasts
- Brand Logo & Name on All Event Social Media Posts
- Recognition during Opening of the Event
- Business Logo & Name placed on the Diva's Day website
- ¼ Page Ad in the Event Program
- 2 VIP Complimentary Tickets to the Diva's Day 12-Year Celebration on Saturday, October 8, 2022
- Business Card in VIP and General Admission Gift Bags

Silver Sponsorship Package - \$175

- Brand Logo & Name Displayed on Email Blasts
- Brand Logo & Name on 5 Social Media Posts
- Business Logo & Name placed on the Diva's Day website
- Business Card Ad in the Event Program
- 1 VIP Complimentary Tickets to the Diva's Day 12-Year Celebration on Saturday, October 8, 2022
- Business Card in VIP and General Admission Gift Bags



Next Steps

1. Choose which sponsorship package you would like:
 - Diamond – Only two (2) available
 - Platinum – Only five (5) available
 - Gold – Ten (10) available
 - Silver – Ten (10) available
2. Click here → <http://www.divasday.org/sponsor-application/> to complete the Sponsorship Application or contact Kim Mason at 713-615-9320.
3. An invoice will be sent to you with payment information.
4. Submit payment information.
5. Submit Logo/Ad requirements within 10 business days of payment.
6. Submit names of attendees 2 weeks prior to event.



Meet the Executive Director Kim Mason



Mother. Visionary. Entrepreneur. These are just a few words to describe the dynamic Kim Mason – Founder of Women Cultivating Greatness. She has been holding events in the Houston area since 2007. Her signature event is Diva’s Day – <https://www.divasday.org/>. In 2022, we are celebrating our 12th Year holding the Diva’s Day Event!

Kim is passionate about helping women live a life of excellence! Women Cultivating Greatness (WCG) was created to address the needs of brilliant women who learn differently by offering tools and techniques that minimize barriers to economic, emotional, and educational success improving overall quality of life. The organizations focus is quality of life improvement for women. Kim created the Life Skills for Women Who Learn Differently which consists of ten classes that provides information that level the playing field for women who learn differently. Kim has dyslexia, attention deficit disorder (ADD) and short-term memory deficit. She struggled through school her entire life. Learning challenges affects every area of your life including mental health. She is dedicated to helping women succeed so they can truly live their God-given potential.

Kim was born in New York, New York and moved to Houston with her family when she was 10 years old. She loves saying she’s from “Harlem” but definitely considers herself a Houstonian. She is the proud mother of one daughter, Chere, and has been a member of Windsor Village United Methodist Church since 1988.

Kim loves interior design and has an eye for color and flare! And because she loves her family and friends, she often enjoys entertaining. Kim is a graduate of the University of Houston with a degree in Psychology/Sociology.

Therefore encourage one another and build each other up, just as in fact you are doing.

1 Thessalonians 5:11

Thank You!

For more information about Women Cultivating Greatness & Diva's Day Please email Kim Mason at km@womencultivatinggreatness.com

Visit our websites at:

www.womencultivatinggreatness.com
www.divasday.org

Facebook Page: Women Cultivating Greatness
<https://www.facebook.com/kmwcg/>

Facebook Page: Diva's Day
<https://www.facebook.com/DivasDayAnnualEvent/>

