



Essence Music Festival Events Proposal

Destination NOLA Essence Music Festival Web Series

So you're on your way to New Orleans for the big Essence Music Festival. Now let the ultimate Essence Festival veterans point you in the right direction of places to go and things to do while in the Big Easy. From where to dine, to must see attractions and fashion finds our team of experts navigate through it all to maximize your southern comfort and get the most out of a visit to NOLA.

For four weeks, leading up to the Essence Music Festival weekend our *Destination NOLA* team will produce and share a web series featuring the best in Food, Fashion, Culture and Beauty. Each web series segment will include integration of technology, coupled with the excitement that only the Essence Music Festival can provide. #DestinationNOLA

Sponsor Category Availability: Major Automotive Sponsor, Beauty Sponsor, Mobile Sponsor

Category Sponsor Will Receive:

- Exclusive naming rights to the 4-episode web series
- (4) Videos for syndication on brand blog, consumer community pages, or social media.
- (12) blog posts and social media syndication

Category Sponsor Will Provide:

- **Promotional Investment: \$20,000.00**

Essence Music Festival “*Girls Night In*” Event

Every year during 4th of July weekend, downtown New Orleans is buzzing with excitement for a weekend of fun-filled activities, street style, amazing food and one-of-a kind entertainment during the Essence Music Festival. But before all of the fun begins, we’re pampering our favorite editors and online influencers.

At *Girls Night In*, taking place Friday, July 4th - ladies will gather for an evening filled with mani refreshers from the hottest summer nail colors, delicious NOLA-inspired cocktails and maybe even some truth or dare moments. What happens in NOLA...well you know that rest. #GirlsNightInNOLA

Sponsor Category Availability: Major Automotive Sponsor, Beauty Sponsor, Mobile Sponsor

Category Sponsor Will Receive:

- Exclusive naming rights to the event
- Branded signage, gift bags and gifts
- Branded photo keepsakes
- Branded style menu and manicure services
- Video recap of the event

Category Sponsor Will Provide:

- Promotional Investment: \$15,000.00**

Code Of Conduct Empowerment Dinner

This year's Essence Festival theme will focus on innovation with a first ever hackathon driving real solutions for communities, educators and families. In celebration of minorities in technology, join ***Sisters Code, Black Girls Code*** and ***Yes We Code*** for an intimate dinner celebrating and empowering the advancement of minorities in the coding community.

The Code of Conduct dinner, taking place Saturday, July 5th at a historical New Orleans' restaurant. Guests will enjoy an evening of great food, networking and a special celebrity guest host ushering in an evening of fun. #CodeOfConduct

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- Video recap of the event

Category Sponsor Will Provide:

- **Promotional Investment: \$20,000.00**



Former radio exec turned blogger/media personality **Christen Rochon** is the woman behind the brand DivasandDorks.com. As seen on BlackEnterprise.com, Essence.com, the nationally syndicated Tom Joyner Morning Show and more.

Voted 'Best In The Blogosphere' by Black Enterprise and Top Women In Media by 'HelloBeautiful.com'. If you love everything that's fashionably chic yet extraordinarily geek—then DivasandDorks.com is for you.

Media Professional, **Kéla Walker** is an Emmy nominated television Host and Award Winning producer that is the "Kontent Kreator" behind Kéla's Kloset that host style for everyday women.

Kéla and her "Kloset" have been featured in InStyle Magazine, Redbook Magazine, Essence Magazine and declared a Style Icon by Time Out NY Magazine.

In just three years, **Ty Alexander** has become an authoritative voice within the style and beauty community.

Beyond that community, her blog Gorgeous In Grey has become a trusted source for style, beauty and hair with features in Redbook Magazine, Bust Magazine, Style.com, and Huffington Post. Style expert and TV Host, Stacy London recently dubbed Ty as a style trailblazer to watch.



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