



ceo

SHE IS A CEO
FOUNDATION



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October 11, 2021

Dear Friend,

We would be honored if you would join us for our Girl Champion Holiday Brunch honoring women CEOs and community leaders who have used their platforms to enrich the lives of girls and inspire our future CEOs. The brunch will take place Saturday, December 11, 2021, at Hotel ZaZa - 5701 Main Street Houston, Texas 77005, from 1:00-3:00pm.

The SHE IS A CEO Foundation is a 501 (c)(3) non-profit organization founded to encourage entrepreneurship, build self-esteem, independence and the love of charity amongst young girls and women. Through our current programs, the foundation strives to create entrepreneurs one little girl at a time and support other organizations that educate and enrich their lives. In the past three years, we have mentored hundreds of future CEOs and introduced them to the wonderful world of entrepreneurship.

We are currently fundraising for the upcoming 2022 academic year's signature programs, including funding for 6th-8th grade girls to start their first small business, shadowing of female CEOs as well as our full entrepreneurship academy and conference. The success of our organization and our outreach is dependent entirely upon the financial and product support of corporations, small businesses, and private sponsors.

We would like to ask that you consider becoming one of our corporate sponsors or community partners. Sponsorship levels and benefits are outlined in the attached sponsorship packet. Based on your generous contribution, we can provide scholarships and allow these girls to participate in our programs at no cost to them.

We hope you will join us in our efforts to build entrepreneurs one little girl at a time, by sponsoring at a meaningful level. Please review the enclosed information and contact us with any questions.

As always, thank you for your generous support,

A handwritten signature in black ink that reads "Johnte' Archer". The signature is written in a cursive, flowing style.

Johnte' Archer
Founder/CEO

Signature Programs



Through its programs, The SHE IS A CEO Foundation strives to create experiences that broaden the perspectives, attitudes and knowledge of girls. The foundation is committed to transforming communities and impacting lives by raising funds and developing resources to support programs that empower underprivileged girls, encourage entrepreneurship, and spark their desire for giving to others.

SHE IS A CEO Entrepreneurship Academy, "Fish Tank" Pitch Competition & Conference

The foundation partners with middle schools to promote and encourage girls to create businesses. Girls are partnered with "Big Fish" as mentors to assist them in developing a scaled business plan and pitch to other "Big Fish" who will either fund their idea or encourage them by other means. Girls who complete the program satisfactorily will receive funds to start their first small business (i.e. custom greeting cards, babysitting, friendship bracelets, lawn or chore service etc.). Funding will initially range from \$100-\$1,000 and are provided from the generous donations of our "Big Fish" Sponsors. The "Fish Tank" program, will create a fun and challenging environment for girls to share innovative ideas, interact with successful female CEOs and receive guidance from business owners, and develop a love for business ownership.

One Wish Community Service

The One Wish program, was developed to reward little girls who are often overlooked due to overwhelming responsibilities. We are partnering with schools, social and faith-based organizations, as well as community outreach programs to nominate girls who excel in spite of underprivileged circumstances and weighted responsibilities in their household. The One Wish program will grant wishes to deserving little girls for amazing day trips and experiences, back-to-school shopping sprees, and a day of pampering and/or similar requests.

SHE IS A CEO (for the) DAY

For one day, our girls will be partnered with a successful CEO. She will be prepped for the day with pre-makeover, business attire and given her formal agenda for the day. She will attend board meetings, have lunch, and have an "All-Access Pass" to a successful CEO for the day – a priceless experience for our little CEOs in-training.

SHE IS A CEO With Culture

Our little CEOs will be delighted to participate in such experiences as the Houston Ballet, a polo match at The Polo Club, a personal tour of an art enthusiast's private collection, or high tea and brunch at the Four Seasons. A day or night event on the town will certainly provide our girls with confidence and teach poise, etiquette and appreciation for other cultures as well as the Arts.

STEM Sells!

Girls will participate in math, science or technology camps or activities that promote STEM related business fields. The foundation will partner with existing STEM organizations to expose girls to exciting STEM experiences. Funds will be raised to send girls to various experiences at no cost to them. Earlier this year we selected 30 girls from NASA's Girls Stem Academy through Missouri City Middle School to participate in this program. Recent field trips have included robotics at NASA and using iFLY's state of the art indoor skydiving facility to learn physics, velocity and engineering concepts.

About Us



The She Is A CEO Foundation is a 501 (c)(3) non-profit organization founded to encourage entrepreneurship, build self-esteem, independence and the love of charity among young girls.

Our Goals:

- To encourage and Inspire girls to become Entrepreneurs/ CEOs
- To provide inspiration, opportunity, capital and scholarships for young female entrepreneurs
- To support charities and provide scholarships for those with the least; particularly those providing food, shelter, education, healthcare and other resources for underprivileged girls and their families in the US and Africa
- To grant wishes to underprivileged girls and their families
- To provide resources and education for girls to pursue STEM based businesses

2021 - 2022 Events

Speaking Engagements

Middle School Tour &

Speakers Series

**engagements/schools are ongoing*

Sponsored Events

True Beauty Day

She Is A CEO Day

One Wish

Houston Polo Club Outing

Programs

She Is A CEO Academy

She Is A CEO "Pink Lemonade" Summer Academy

The "Fish Tank" Pitch Competition

Community Service Events – Quarterly



Signature Fundraiser

December 11th, "Girl Champion Holiday Brunch"

Contact us for more information on sponsoring or volunteering for one of our upcoming events by calling 713-300-1947 or email info@sheisaceo.org.

Sponsorship Opportunities – Girl Champion Holiday Brunch

Event Title Sponsor – CEO Sponsor

\$25,000

SHE IS A CEO Girl Champion Holiday Brunch offers only one (1) Diamond level sponsorship opportunity. You would be our exclusive title sponsor of this event. Benefits of the Diamond level include:

- 2 tables (seats 20) with prominent placement and signage
- name and logo on all advertising and materials for event, including pre-event activities
- a 6-8ft exhibitor's table
- recognition at event by the MC
- 30 second organizational video incorporating the sponsor
- plaque presented at the event
- an opportunity to speak for 5 minutes at the event
- logo appearance on hold screens during the event
- placement of signage at event
- logo and 100-word statement included on website
- five (5) social media promotions
- identification of sponsorship in programs
- prominent logo recognition on all promotional items for SHE IS A CEO Swag Bag
- e-newsletter feature- article highlighting lead sponsors' participation and work in the community
- prominent logo placement on step and repeat at our annual fundraising event and or BOGO

CFO Sponsor

\$10,000

SHE IS A CEO offers two (2) platinum level sponsorship opportunities. Benefits of the Platinum level include:

- 1 table (seats 10) with prominent placement and signage
- name and logo on all event materials, including pre-event activities
- a 6-8ft exhibitor's table at event
- recognition at event by the MC
- plaque presented at our annual fundraising event
- logo appearance on hold screens during the event
- logo and 50-word statement included on website
- three (3) social media promotions
- identification of sponsorship in programs
- prominent logo recognition on promotional items for SHE IS A CEO Swag Items
- prominent logo placement on step and repeat or BOGO

VP Sponsor

\$5,000

SHE IS A CEO offers three (3) level sponsorship opportunities. Benefits of the gold level sponsorship include:

- 1 table (seats 10) with corporate signage
- name and logo on all advertising and materials for the event
- prominent logo placement on step and repeat at event
- logo and 30-word statement included on website
- three (2) social media promotions
- recognition at the event by the MC
- plaque presented at the event
- identification of sponsorship in program
- logo appearance on hold screens during the event

Regional Director Sponsor

\$2,500

SHE IS A CEO offers five (5) Silver level sponsorship opportunities. Benefits of the Silver level include:

- 1 table (seats 10) with corporate signage
- name and logo on all advertising and promotional materials
- logo included on website
- plaque and appreciation gift presented by selected participants
- one (1) social media promotion
- identification of sponsorship on all social media and any promotional advertising for event

Sponsorship Opportunities Continued – Girl Champion Holiday Brunch

Executive Sponsor

\$1,500

Benefits of Executive Sponsor level sponsorship include:

- co-hosted 1/2 table (seats 5) with corporate signage
- name on all advertising and materials for the event
- one (1) social media promotion
- identification of sponsorship in program

Professional Sponsorship

\$500

Benefits of Corporate Host level sponsorship include:

- 1 ticket at assigned table
- name on all printed advertising for the event under Professional category
- identification in program acknowledging sponsorship of one girl in the Entrepreneurship Academy & Annual conference

Young Professional Individual Tickets (Limited)

\$250

Sponsor a Girl!

\$500

Covers the Cost of a Young Ladies Full Annual Participation In the Entrepreneurship Academy, Fish Tank Pitch Competition and Girls' CEO Conference

Fund a little girl's first small business. By participating in our program, girls will learn how to brand themselves (character & CEO education), create a small business and business plan, and pitch their business to female CEO's to fund their dream. If that is not enough, the girls will participate in a full girl's CEO conference with breakout sessions, CEO women speakers and panelists, and entertainment. The program culminates with the announcement of our pitch competition winners and check presentations.

Other Donations

SHE IS A CEO accepts all monetary donations! You may also provide in-kind services for any of the needs of our programs! All donations will receive text-based acknowledgement on our website or a letter acknowledgement.

Did we miss something?

We are open to creative ideas. If you have a sponsorship idea for our event (or another), please contact us. We welcome your suggestions and thoughts on sponsorships.

Tax Deduction

Your cash donations are fully-deductible to the fullest extent allowed by law. In-kind donations may also be tax deductible according to market value. Please contact us or your tax professional for more information.

Thank you to our corporate partners!



