

SPONSORSHIP Proposal

THE
PLATFORM
BUILDER
Summit



Sharvette Mitchell
CEO of Mitchell Productions
(804) 806-4407 ext 101
www.PlatformBuilderSummit.com

FOR LADIES ONLY

SHARVETTE MITCHELL
SUMMIT PRODUCER

THE PLATFORM BUILDER Summit

AMPLIFY YOUR BRAND. BOOST YOUR PROFITS.



CHARIS JONES

DR. STEPHANIE WALL

TREMAINE WILLS

SHEYA ATTERBERRY CHISENGA

EULICA KIMBER

JULIA A. ROYSTON

TRACEY HARVEY



ADRIENNE COLE JOHNSON

AMY GARELICK

LISA EALY

LAKAYLA BONAPARTE

CARRA ROOTS

TONI M. WINSTON

GITONYA L. PARKER



DANA WILSON

DR. VALARIE WILLIAMS HARRIS

AYANNA SMITH

EDWINETTE MOSES

ERIKA BROOKS

DAYO GREENWAY

DR. TABATHA SPURLOCK

NOVEMBER 2ND (VIP ONLY) | NOVEMBER 3RD & 4TH, 2023

FOUR POINTS BY SHERATON- RICHMOND AIRPORT

4700 South Laburnum Avenue Richmond, Virginia 23231

PLATFORMBUILDERSUMMIT.COM



Executive Summary

On behalf of Mitchell Productions, we are excited to present you with the opportunity to partner with us and become a valued sponsor of our 7th annual conference formerly called the "Pop Up Conference" and now called "The Platform Builder Summit". This women's entrepreneur conference will take place Thursday, November 2, 2023 (VIP guests only), Friday, November 3, 2023, and Saturday, November 4, 2023, at the Four Points by Sheraton- Richmond Airport.

This conference attracts approximately 100+ women from Virginia, Maryland, and other East Coast locations. In prior years, special guest speakers have included Actress, Comedian & Author, Kim Coles from Living Single along with local business professionals such as Charis Jones of Sassy Jones Boutique and local celebrity reporter from CBS 6, Antoinette Essa. This impactful event has become a cornerstone for women in business, providing them with a platform to network, learn, and gain inspiration from industry leaders in the fields of marketing, branding, sales, accounting, book publishing, leadership development, and entrepreneurship.

As we set out to host our 7th conference, we are looking to partner with sponsors who can benefit from exposure to our audience and expand their customer base & brand awareness. Our partnership opportunities range from \$30,000 to \$150.



Our Audience

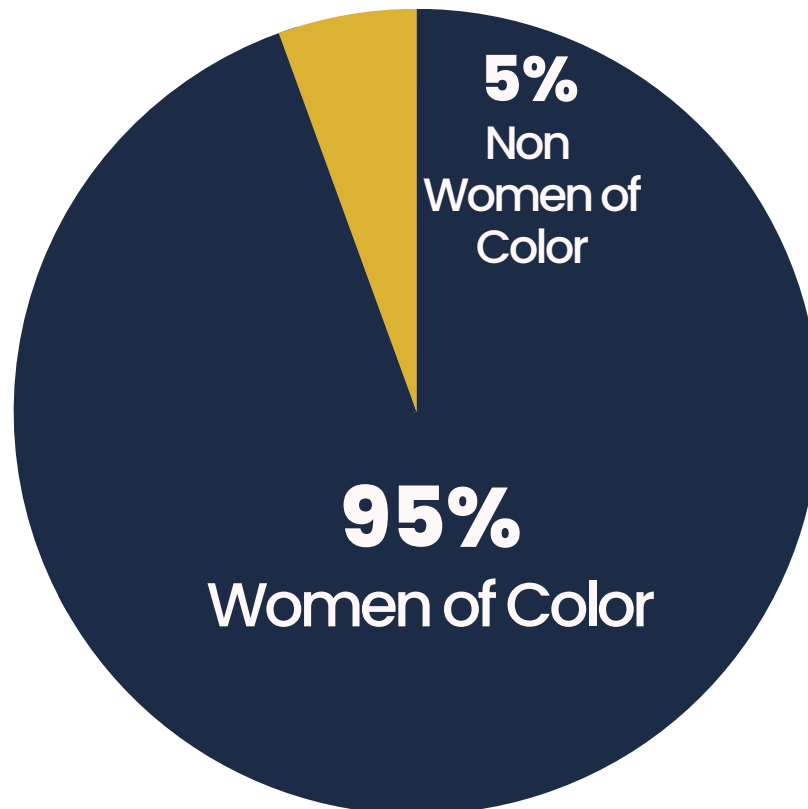
The Platform Builder Summit is a gathering that brings together aspiring and established women entrepreneurs, industry experts, and thought leaders. Over the past six years, we have successfully empowered hundreds of women, equipping them with the knowledge, entrepreneurial resources, and connections needed to build their platform and go to the next level in their business.

We attract:

- Coaches & Consultants
- Therapists
- Realtors
- Financial Professionals
- Speakers
- Accountants
- Authors & Writers
- Non-profit leaders
- Fashion & Jewelry sellers
- Beauty professionals

AUDIENCE DEMOGRAPHIC

Conferences hosted by Mitchell Productions attract 95% Women of color and 5% Non Women of Color (30 to 70 years old) who are action-takers in their business. They are passionate about building community and balancing family, business and self-care.



Our Reach



Total reach; business page : 4,100, Facebook group: 2,536, personal profile followers: 3,438 and personal friends: 4,968



Total followers: 5,980



Total followers: 5,069



Total Subscribers: 978
Total Video Viewers: 76,190



The Sharvette Mitchell
Radio Show | Total
podcast/show listens since
inception: 338, 679
Total episodes: 706



Total connections: 4,000+



Not only will our sponsors and partners get access to the summit attendees but also the full reach of the Mitchell Productions audience and the conference producer's audience, Sharvette Mitchell.

By aligning your brand with our event, you will gain great exposure, reinforce your commitment to empowering women of color entrepreneurs, and connect with a highly targeted audience.

Media Attention



Our past conferences have received media attention from CBS 6. The conference was featured on CBS 6 Virginia This Morning and on the CBS 6 A List Report.



[Virginia This Morning - Interview - Click here to view.](#)



[CBS 6 -The A List Report - Click here to view.](#)

EVENT SPONSORSHIP PROPOSAL

Sponsor Levels



Benefits & Perks	Title Sponsor \$30,000	Platinum Sponsor \$20,000	Gold Sponsor \$10,000	Silver Sponsor \$5,000
Presentation & Speaking opportunity	Opportunity to deliver a 50 minute main stage session	Opportunity to deliver a 50 minute main stage session	Opportunity to deliver a 50 minute main stage session	Opportunity to deliver a 50 minute main stage session
Program Booklet	Back Cover advertisement on the conference program	Full page interior advertisement in the conference program	Half-page advertisement in the conference program	Quarter-page advertisement in the conference program
Exhibition/ Vendor space	Exhibition/Vendor space in the high-traffic pre-event area (full conference)	Exhibition/Vendor space (full conference)	Two hour Vendor table after on stage session	One hour Vendor table after on stage session
Social Media Reach	Dedicated social media shout-outs and recognition including Live Streams, Posts & Reels	Dedicated social media shout-outs and recognition including Posts & Reels	Social media posts and mentions	Social media mentions
Logo & Brand recognition	Prominent logo placement on all marketing collateral, including event badges, event app, website, social media, email campaigns, and event signage	Logo placement on website, event app, social media, email campaigns, and event Step & Repeat Banner	Logo placement on website, event app, social media, email campaigns, and event Step & Repeat Banner	Logo placement on website, event app, social media and event Step & Repeat Banner
Internet Talk Radio Show/Podcast	Three LIVE interviews with Sponsor representatives & up to 60 second video/audio commercials airing for six shows	Two LIVE interviews with Sponsor representative & up to 60 second video/audio commercials airing for three shows	One LIVE interview with Sponsor representative and radio show mentions	One LIVE interview with Sponsor representative
Complimentary Tickets	Three complimentary VIP passes	One complimentary VIP pass & one regular pass	Two complimentary regular passes	One complimentary regular pass



A LA CARTE Sponsor OPTIONS

VIP Lunch Sponsor - \$2,500

- Logo placement on all tables of the private VIP lunch & logo placement on the step and repeat banner
- Sponsor shout-out & recognition during the conference
- Optional placement of promotional item(s) in VIP souvenir swap bag

VIP Swag Bag Sponsor - \$2,000

- Logo placement at the main registration booth & logo placement on the step and repeat banner
- Sponsor shout-out & recognition during the conference
- Custom pens with your company information, printed and placed in swag bag

Program Booklet Sponsor - \$1,000

- Full page advertisement (interior page) of the conference program
- Sponsor shout-out & recognition during the conference

continued...



A LA CARTE Sponsor OPTIONS

Summit registration bag Sponsor - \$500

- Exclusive placement of your business postcard, business cards and sample products in the general registration bag.
- Sponsor shout-out & recognition during the conference

Snack booth sponsor - \$250

- Logo placement, business cards & QR Code at the official snack booth

Step and Repeat Red Carpet Logo- \$150

- Company logo will be printed on the official "step and repeat" banner.



Let's Partner!

By becoming a sponsor, you will not only play a vital role in supporting women entrepreneurs but also gain significant visibility and networking opportunities within the Richmond, Virginia business community.

We believe that together, we can continue to empower and inspire women to reach new heights in their entrepreneurial journeys.

To discuss sponsorship options in more detail or to customize a package that best aligns with your organization's objectives, please contact Sharvette Mitchell of Mitchell Productions at info@mitchell-productions.com or (804) 806-4407 ext 101.

MEET THE EVENT PRODUCER



About the Conference Producer



Sharvette Mitchell is more than a business leader and marketing consultant; she's THE PLATFORM BUILDER®. Her vision, ingenuity, and extensive 25-year background in corporate America at Capital One Bank, coupled with a Bachelor of Science in Marketing from Virginia Commonwealth University, have crystallized her reputation as a foremost authority in the marketing landscape.

Sharvette's unique approach, encapsulated in her trademarked framework THE PLATFORM BUILDER®, has become a beacon for small businesses seeking to amplify their brand. By honing their visibility, marketing, and branding strategies, she has enabled numerous businesses to generate more revenue, achieve growth, and establish increased brand recognition.

Her one-on-one consulting, innovative group coaching programs, engaging speaking/training and live conferences/summits have been applauded for their effectiveness and creativity. As a marketing consultant, her insight into consumer behavior and online market trends has made her an indispensable asset for growing businesses aiming to elevate their brand presence in the competitive market.

Sharvette's acclaim extends to being featured in prestigious publications such as Yahoo! Finance, AARP, Huffington Post, HOPE for Women Magazine, CBNation, and Sista Sense Magazine, where her thoughts on marketing and branding are often sought. Her appearances on CBS 6 Monday Motivation, CBS 6 Virginia This Morning, The CW Network, and Comcast Cable showcase her as a thought leader.

Her certifications as WOSB with the U.S. Small Business Administration and SWaM by the Virginia Department of Small Business & Supplier Diversity demonstrate her commitment to inclusivity in the business landscape. Moreover, as an ICF Professional Certified Leadership Coach, Sharvette embodies a blend of coaching and influential leadership.

Since 2008, The Sharvette Mitchell Radio Show, with over 700 episodes, has been a platform for marketing insights, powerful conversations, and interviews, resonating with listeners and viewers across multiple audio and live-streaming platforms. Sharvette is a past recipient of the ACHI Magazine's - Radio Personality of the Year Award.

A prolific author, Sharvette is behind five impactful book collaborations, including PROPEL, POUR, PURSUE, PEARLS, and Prepare for PURPOSE. These works further illustrate her passion for guiding others to pursue their dreams and document their transformational stories or intellectual property.

Her previous role on the Board of Directors of James River Writers and current volunteer role with International Christian Ministries, Inc. attests to her contributions to the community and her peers.

Whether guiding a small business to marketing success, delivering powerful training, or redefining a brand's identity, Sharvette's strategic mind and marketing expertise stand as a testament to what can be achieved with strategy, consistency, and leadership.