



Reupexperience.com

SPONSORSHIP Opportunities

BRUNCH & MORE: ALL WHITE AFFAIR – 11:00am – 1:15 pm

APRIL 5th – Moon Place Events | 148 Georgia Ave East, Fayetteville, GA

ALL WHITE DAY PARTY – 1:30pm – 3:30pm

APRIL 5th – Moon Place Events | 148 Georgia Ave East, Fayetteville, GA

RE-UP COMEDY SHOW – 8:00 pm – 9:30 pm

APRIL 5th – Moon Place Events | 148 Georgia Ave East, Fayetteville, GA

BLACK CARPET & AWARD SHOW – 1:00pm – 3:30pm

APRIL 6th – Rehearse Live Center | 2365 Pleasantdale Rd, Atlanta, GA

ABOUT Re-UP EXPERIENCE

The Re-UP Experience is an annual nationwide award show created to recognize and honor excellence among individuals, organizations, and creatives for their efforts to serve their communities through their gifts, talents, and services. As an extension of the Community Service and Leadership Academy, it is the mission of the Re-UP Experience to further the efforts of the academy in ensuring the well-being of communities in need and making sure that service and leadership remain the driving force behind creating a culture of unity.

The Community Service and Leadership Academy (CSLA) is a division of its umbrella company, BounceBackology LLC. The CSLA's mission is to help cultivate, empower, equip, and honor excellence among individuals, organizations, and creatives who serve their communities through their gifts, talents, and services.

The academy was formed by 10 powerhouse women across the nation that have dedicated their lives to empowering, encouraging, supporting, inspiring, mentoring, and serving their communities for a combined 40+ years. Their personal experiences have become the driving force behind winning in life and business. The academy offers a number of support services, resources, and opportunities to its members that aid in helping them continue their work, expand their reach, and grow their platform. Members are able to join as an individual or as an organization and are granted voting rights each year in addition to the other membership perks.

The experience has five core areas, Release, Recoup, Remind, Re-mix, and Repeat. It is designed for people to come together to not only rejuvenate mentally, emotionally, and socially, through a fun interactive experience and celebration, but to also address real, raw issues that negatively impact our families, friends, and communities....you know...those taboo things, and offers the opportunity to learn from the experiences of others. The event features a brunch, interactive activities, mixer, Live performances, an award show, Black-carpet, All-White Afterparty, and more.

Each year, attendees are able to participate in a myriad of activities and obtain practical tools to help expand endeavors in their everyday lives, organizations, and communities. We all need a break sometimes and need to get recharged to continue this journey called life and be recognized for the work we do so we know our efforts and service are not in vain, and that it is appreciated.

Every year there is a focus on a theme to highlight those nominated and being honored around the nation and to empower those who attend.
Re-UP to Stay Up! This is an experience you do not want to miss! Consider becoming a member of the CSLA today.

Nominees are announced the third week of October.

AWARD SHOW HOST FOR 2024

Multi-Award-Winning & Nominated Comedian and Radio Host


Re-UP
Experience

2024 HOST
COMEDIAN

Thee D.L. Marshall





CORE FOCUS

Release

Engage in interactive power discussions that allow you to release your thoughts, wisdom, frustrations, and more, about real-life issues that negatively impact our thoughts, emotions, homes, families, and communities.

Recoup

Receive that push needed to activate that 'Get Back Up' in you, strength, and confidence to keep going no matter what.

Remind

Let's rewind your life's reel in order to remind you about how far you've come, the power and resilience you possess, why giving up is never an option, and who the hell you are...A Force To Be Reckoned With!

Re-mix

Now it's time to relax, unwind, and celebrate like it's 1999! Why? Because you freaking deserve it! Re-mix it up with your Re-UP crew at the after-party.

Repeat

Now take your recharged self back out into life, turn that resilience up a notch, and then repeat. We'll see you next time



Re-UP Experience Creators



The event is comprised of 10 powerhouse women who collectively have over 83 years of experience in organizing community gatherings, speaking, counseling, mentoring, entrepreneurship, and serving others. The powerhouses include:

Jacque “Lady J” Murrell of Indianapolis, IN (Founder/CEO of E.G.O. Entertainment Network, Life Support Company LLC, TV/Radio Personality, Author, Youth/Family/Business Mentor, Speaker, Suicide Awareness/Homeless/Youth Advocate), Celia Colon of Chicago, IL (Emmy Award Nominee, Founder of G.O.D. [Giving Others Dreams], Social Justice/Women’s Incarceration and Re-Entry Advocate, Author, Power 107.9 Radio Co-Host, and Speaker)

Michelle Jones of Indianapolis, IN (Award-Winning and International Best Selling Author, Speaker, and Writer’s Coach, Minister, Speaker, and Media Personality)

Shan White of Atlanta, GA (Founder/CEO of Let’s Talk Real Talk Inc., Let’s Talk Catering, and Anointed T-Shirt Company LLC, Author, Speaker, Domestic Violence & Sex Trafficking Advocate)

Caramel Lucas of Orlando, FL (Former Hot 107.9 Radio Personality, Podcast Host of Keepin' It Real w/Caramel, Stand Up Comedian, and Reality TV Writer)

Athena Salisbury of Indianapolis, IN (Co-Founder of Empowered Living Inc., Author, and JQLM RADIO Personality)

Shuntell Alston of Indianapolis, IN (Founder/President of You're Worth Fighting 4 Inc., Author, Speaker, Suicide Awareness Advocate, and Cancer Advocate), **Athena Salisbury of Indianapolis, IN** (Co-Founder of Empowered Living Inc., Author, and JQLM RADIO Personality),

Rhonda Thompson of Atlanta, GA (Addictions/Trauma/Behavior Counselor, Founder of Total Breakthrough Center, JQLM RADIO Personality, Author, and Speaker)

Ranada Dalton of Indianapolis, IN (Co-Founder of Empowered Living Inc., Author, Licensed Marriage/Family/Sex/Mental Health Therapist, and JQLM RADIO Personality)

Shamala Wright of Indianapolis, IN (Founder/President of Force of Evolution Inc., Founder of Evolving Into Me, Author, Producer, Speaker, Youth and Women's Advocate)

Shirley Carson of Indianapolis, IN (Founder/President of Survivor's Visions Inc., Domestic Violence Advocate, and Speaker)



VIEWERS/LISTENERS/FOLLOWERS

DEMOGRAPHICS AND REACH

65%

EDUCATED

More likely to have a Highschool diploma and/or college degree.

58%

COMMUNITY

More likely to volunteer with or donate to a nonprofit organization and participate in community events.

38%

INCOME

More likely to be employed or be an entrepreneur that earns a Household income of \$45K+

34%

CULTURE

More likely to be a part of the African American, Latino, Caucasian, and Mixed-Race cultures that attend theatre or music performances and networking events.

68%

AGE/GENDER

More likely to be a male or female in age group range of 25 – 45.



2-DAY WEEKEND EXPERIENCE

EVENT DETAILS

RE-UP EVENT DETAILS

LIVE PERFORMANCES



ARTIST PERFORMANCE

Performances by several music & spoken word artists



COMEDY SHOW

Comedy show featuring comedians locally and abroad



HOST

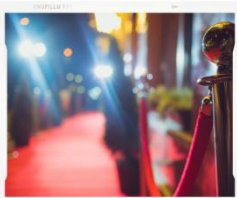
Comedian Thee D.L. Marshall will host the main show and do a small set

INTERACTIVE ACTIVITY



INTERACTIVE BRUNCH

Brunch activities, mix & mingle, shop, and more



RED CARPET

Black carpet experience with VIP guests and media/press



MEET & GREET & AFTER PARTY

Meet and greet with performers, attendees, celebrity guests.

DAY 1: Friday, April 5, 2024

11:00am – Brunch

01:30pm – All White Day Party

08:00pm – Comedy Show

DAY 2: Saturday, April 6, 2024

01:00pm – Black Carpet Experience

02:00pm – Main Show

ENTIRE EXPERIENCE

EVENT BUDGET

BUDGET ESTIMATE DETAILS

DESCRIPTION	DESCRIPT.	PRICE	TOTAL
VENUES			
TWO LOCATIONS - 4 EVENTS		\$2300	\$2300
DECOR	BRUNCH & MAIN SHOW	\$500	\$500
CARPET ITEMS	ROPES, STANCHIONS, ETC	\$285	\$285
EVENT MARKETING			
ADVERTISEMENT	TV, RADIO, BILLBOARDS	\$800	\$800
PROGRAMS	MAIN SHOW	\$270	\$270
PRIZES & SWAG BAGS	N/A	\$250	\$250
AWARDS & CERTS.	N/A	\$210	\$210
CREW			
PRODUCTION ASSISTANT	N/A	\$100	\$100
HOST	N/A	\$100	\$100
DJ	N/A	\$300	\$300
MEAL & UTENSILS			
UTENSILS & PLATEWARE	N/A	\$80	\$80
CATERING	BRUNCH	\$250	\$250
GRAND TOTAL			\$5,445



SPONSORSHIP

Opportunities

Re-UP EXPERIENCE

SPONSORSHIP LEVELS

VIP TITLE SPONSOR **\$4K – 2 Available**

ENTIRE WEEKEND

- 4 Complimentary tickets (Combo - All events)
- Address attendees during the Brunch Experience
- Logo included in event signage
- Logo added to the banners (Brunch Experience & Red-Carpet)
- Included in the sponsor's reel
- Mentioned during the event and co-branding on all promotional material "Presented By"
- Included in press release of event and award winner's release
- Included in E-mail blast and Sponsors E-mail campaign
- Logo added to website
- Full page ad in event booklet
- Business Card & Info included in Swag Bags
- Included in Radio and TV promotion (with your own 30-second commercial added)
- Included in social media promotion
- Live plugs on-air and 15-minute interview on JQLM RADIO
- Sponsor Certificate

DIAMOND SPONSOR **\$3K – 2 Available**

BRUNCH / RED-CARPET / AFTER PARTY

- 3 Complimentary tickets (Combo - All events)
- Logo included in event signage
- Logo added to the banners (Brunch Experience & Red-Carpet)
- Included in the sponsor's reel
- Mentioned during the event and co-branding on all promotional material "Presented By"
- Included in press release of event and award winner's release
- Included in E-mail blast and Sponsors E-mail campaign
- Logo added to website
- Full page ad in event booklet
- Business Card & Info included in Swag Bags
- Included in Radio and TV promotion
- Included in social media promotion
- Live plugs on-air and 15-minute interview on JQLM RADIO
- Sponsor Certificate

Re-UP EXPERIENCE

SPONSORSHIP LEVELS

PLATINUM SPONSOR

\$1K – 4 Available

BRUNCH / RED-CARPET / AFTER PARTY

- 2 Complimentary tickets (Combo - All events)
- Logo included in event signage
- Logo added to the banners (Brunch & Red-Carpet)
- Included in the sponsor's reel
- Mentioned during the event and co-branding on all promotional material "Presented By"
- Included in press release of event and award winner's release
- Included in E-mail blast and Sponsors E-mail campaign
- Logo added to website
- ½ page ad in event booklet
- Business Card & Info included in Swag Bags
- Included in Radio promotion
- Included in social media promotion
- Live plugs on-air and 15-minute interview on JQLM RADIO
- T-shirt and Sponsor Certificate

GOLD SPONSOR

\$750 – 4 Available

BRUNCH / RED-CARPET

- 3 Complimentary tickets (Combo – both events)
- Logo included in event signage
- Logo added to the banner (Brunch Experience)
- Included in the sponsor's reel
- Mentioned during the event
- Included in E-mail blast and Sponsors E-mail campaign
- ¼ page ad in event booklet
- Logo added to website
- Business Card & Info included in Swag Bags
- Included in Radio promotion
- Included in social media promotion
- Live plugs on-air
- T-shirt and Sponsor Certificate

Re-UP EXPERIENCE

SPONSORSHIP LEVELS

SILVER SPONSOR **\$500 – 6 Available**

BRUNCH

- 2 Complimentary tickets (Brunch Experience Only)
- Logo included in event signage
- Included in the sponsor's reel
- Mentioned during the event
- Logo added to website
- Business Card & Info included in Swag Bags
- Live plugs on-air
- T-shirt and Sponsor Certificate

BRONZE SPONSOR **\$250 – 8 Available**

BRUNCH

- 1 Complimentary ticket (Brunch Experience Only)
- Logo included in event signage
- Included in the sponsor's reel
- Mentioned during the event
- Logo added to website
- Business Card in Swag Bags
- T-shirt and Sponsor Certificate

SPONSOR BENEFITS: In addition to visible and tangible materials in direct contact with 200+ attendees, ongoing radio and television promotion across the Midwest and Southern states will be seen numerous times to thousands while social media campaigns and promotions are reshared, automated event and sponsor announcements are sent out across the Re-UP Experience/E.G.O. Entertainment/Teams databases of over 2,500 people, press releases are sent out to PR wires, radio stations, and news channels (distributed to over 2M+ people/impressions), in addition to the event being added to News Station calendars with your branding associated and mentioned, and direct linking to your website is established through the clicking of your logo on our site and affiliate sites. The event's recording will also be promoted across all social media and various news platforms. E.G.O. Entertainment Network is the official media and marketing brand for the Re-UP Experience.



PRESS & MEDIA PARTNERS

The Re-UP Experience is a division of BounceBackology LLC (formerly Life Support Company LLC) and is partnered with E.G.O. Entertainment Network LLC.

Media and Press opportunities are available. If you are interested in becoming a media partner or obtaining press credentials, please contact us on our website or email us at press.reupexperience@gmail.com. For general inquires, contact us at contact@reupexperience.com or reupexperience@gmail.com.

AS A MEDIA PARTNER, YOU WILL:

- Promote the event on your digital, print, broadcasting, and social media networks
- Commit to providing media coverage of the event before, during, and after
- Add the Re-UP Experience logo/banner to your social media networks and website
- Provide co-promotion on any partnering outlets

IN RETURN, WE WILL:

- Provide co-promotion of your platform/network
- Add your logo to our website and partnering websites
- Issue 2 complimentary Day Experience tickets
- Include you as a media partner on all print and digital promotional materials in addition to event signage
- Issue 2 press credentials per event



Reupexperience.com

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SECURE YOUR SPONSORSHIP ON OUR SITE