

#GIRLFRIENDISM RETREAT SPONSOR PACKAGES



#GIRLFRIENDISM

The Art of Being a Girlfriend Whose Empowerment Serves Others.

#GIRLFRIENDISM Retreat

Saturday, July 31, 2021 - Sunday, August 1, 2021
St. Croix, U.S. Virgin Islands

Join Our Movement and Subscribe At:
www.girlfriendism.com

A LETTER FROM #GIRLFRIENDISM FOUNDER & VISIONARY



Khnuma Simmonds, BA, MAE.
PhD Candidate
Girlfriendism™, Founder &
Visionary
My Girlfriend's Closet St. Croix,
Owner
SoKh Caribbean Dance Fitness,
Founder
H.O.P.E. Incorporated, Executive
Director

Thank you for taking the time to review this invitation to participate in the First Annual Girlfriendism™ Retreat from Friday, July 30th to Sunday, August 1st, 2021! This unique experience will attract women locally, nationally, and internationally through our multiple Girlfriendism branches including G-Fashion, G-Fitness, G-Wellness, G-Business, G-H.O.P.E., and G-Travel. It is my hope that we can celebrate with you while promoting your business too!

As the owner of My Girlfriend's Closet on St. Croix and the International Girlfriendism Campaign, which will celebrate ten (10) and one (1) year anniversaries respectively, I am looking forward to celebrating these milestones alongside my fellow women in business on the weekend of National Girlfriend's Day. We have secured a private, woman-owned property for this intimate retreat which will feature a weekend of events while simultaneously showcasing the architectural and environmental glamour available on St. Croix, U.S. Virgin Islands. As a successful woman in business, it would be our honor to extend an invitation to you to participate as a sponsor, which will provide VIP access to the retreat with exclusive sponsor-only events, exposure for your business that will span throughout St. Croix and beyond, opportunities for you to network with and support other women in business, and shared success in the very first, annual Girlfriendism Retreat! As such, I invite you to explore the enclosed packet as it features information regarding the weekend of events, goals, and objectives of the retreat experience and sponsorship levels for your business or organization. As you ponder this decision, read more about us at <https://viconsortium.com/vi-art/virgin-islands-my-girlfriends-closet-launches-GirlfriendismTM-campaign-with-website-live-fitness-class-and-interviews-virtual-fashion-show-and-rsvp-only-social>.

If interested, please email us at girlfriendism@gmail.com or secure your spot via the G-Retreat page at www.girlfriendism.com/g-retreat on or before May 15th, 2021. Should you have any questions, it would also my pleasure to confirm a meeting date and time to discuss further. In the meantime, please feel free to browse our website to learn more about Girlfriendism at www.Girlfriendism.com.

Thank you in advance for sharing in my vision of empowering women through fashion, fitness, wellness, business, philanthropy, and travel; and thank you for your interest in joining a community of women who support other women in business, friendship, and beyond - I look forward to hearing from you and growing with you!

In Girlfriendism,

Khnuma


#GIRLFRIENDISM RETREAT OVERVIEW



Since its inception in 2011, My Girlfriend's Closet (St. Croix, U.S. Virgin Islands) Founder Khnuma Simmonds created an exclusive designer boutique by women and for women to empower each other through fashion, faith, and friendship. Over the last 10 years, a community of girlfriends has flourished on the island of St. Croix, within the U.S. Virgin Islands, Caribbean, U.S. mainland, and internationally. Thus, the venture that began as a small boutique in downtown Christiansted, has blossomed into a conglomerate of over six (6) businesses catering to the dynamic and unique needs of modern women.

As such, in honor of National Girlfriend's Day, which is held every year on August 1st, #Girlfriendism will be hosting its inaugural weekend retreat. The goal of the retreat is to create an opportunity for women of diverse backgrounds in business, locally and abroad, to connect authentically with like-minded women, prioritize their self-care, showcase and grow their business(es) while engaging with the #Girlfriendism team as collaborators in their success.

6 Distinct, yet Complementary, #Girlfriendism Retreat Objectives

1. **G-Fashion:** Feature collaborations between women in business - particularly brick and mortar/retail - by creating an evening of fashion, flare, and fun!
 2. **G-Fitness:** Create fitness opportunities to move, stretch, reflect, and support a sense of self through femininity, sensuality, and spirituality.
 3. **G-Wellness:** Nurture healthy lifestyle practices for optimum daily living and positive mental health.
 4. **G-Business:** Create a safe space for Women of Color in business and leadership to share authentically about their journeys, challenges, and successes.
 5. **G-Travel:** Promote group travel as a means of connecting women in, from, and beyond St. Croix, to women-owned businesses abroad; and to support women-owned property owners in expanding their global reach.
 6. **G-H.O.P.E.:** Raise seed funding for HOPE to lead creative efforts that amplify the voices of survivors of domestic violence and sexual assault, and garner support from the art community to become engaged in social justice issues in the V.I.
- 

#GIRLFRIENDISM RETREAT EXPERIENCE

A weekend to Celebrate Girlfriends
in Friendship, Community, Business & Philanthropy

Friday, July 30th

VIP Opening Reception & Art Show

Time: 6:00 pm - 8:00pm

Attendees: By Invitation Only

By
Invitation
Only
VIP OPENING RECEPTION

Join us at the official launch of the #Girlfriendism Retreat Experience with the VIP Opening Reception & Art Show. An intimate and exclusive event for our sponsors and key collaborators to come and enjoy delectable hor'dourves by a well-known chef, live music, and featured art by local artists. It will be a celebration of Sponsors' support, our rich Caribbean culture, and the essence of Girlfriendism.

Saturday, July 31st

Women's Health & Wellness Wake-Up Workout

Time: 8:00 am - 12:00 pm

Attendees: 40 (Open)

Good
Morning
Sunshine!

Start the morning with the whole girlfriend in mind! Focused on G-Fitness & G-Wellness, participants will move the body, invigorate the mind, and soothe the soul with different styles of fitness, educational sessions, and reflective exercises. It's the triple threat of self-care!



'Girls...We Run The World!' Social & Fashion Show

Time: 6:00 pm - 9:00 pm

Attendees: 50 (Open)

Good
Evening
Darling!

Now, you can't bring girlfriends together without some Fierce Fashion! Girlfriends will not only have an opportunity to socialize, but they will set their sights on exclusive fashion from local, national, and international designers featuring Black-owned boutiques in the U.S. Virgin Islands.

#GIRLFRIENDISM RETREAT EXPERIENCE

A weekend to Celebrate Girlfriends
in Friendship, Community, Business & Philanthropy

Sunday, August 1st

Girlfriends In Leadership, Business & Philanthropy

Time: 10:00 am - 12:00 pm

Attendees: 40 (By Invitation Only)

It's an intersectional conversation for women in entrepreneurship, leadership, and philanthropy! This session will serve as a safe and brave space for girlfriends of color to share authentically about their experiences around balancing it all - from starting a business to activating social change and maintaining our sanity amidst it all!

Soul-Full
Sunday



G-Business



G-Travel



G-HOPE

#Girlfriendism Family, Friends & Sponsors

'Thank You' Celebration

Time: 2:00 pm - 4:00 pm

Attendees: By Invitation Only

By
Invitation
Only

VIP CLOSING EVENT

Let's Celebrate Together! We'll be poolside at our retreat location to pause, reflect, and bask in the achievements and connections of the weekend with strangers that have now become friends and friends that have now become family. While soaking in the sun, we'll envision future possibilities for the #Girlfriendism Retreat in 2022 Too!

2021...
on to
2022!

VIP CLOSING EVENT

#GIRLFRIENDISM SPONSORSHIPS

At #Girlfriendism, we are intentional about offering Sponsorship packages that will engage government agencies, for-profit, and non-profit organizations by providing access to support the retreat, events, and girlfriends, while balancing their team's interests and business budget. As such, we have designed three (3) levels of sponsorship with hopes that businesses - big or small and start-up to mature- are able to support the #Girlfriendism Retreat at a valuable level of engagement.

1. #GIRLFRIENDISM ELITE RETREAT SPONSORSHIP PACKAGES

Platinum Level \$3,000

Platinum sponsors enjoy exclusive access to the #Girlfriendism Retreat with VIP invitations and Complimentary Tickets for the weekend of events. This option also ensures heightened brand notoriety with only one sponsor per industry/specialty! The Platinum Sponsor portfolio includes the following:

- Logo featured at the top of the #Girlfriendism Retreat landing page
- Logo placement on all #Girlfriendism Retreat social media promotions
- 20 minute Facebook Live Interview with Khnuma prior to the retreat
- Prominent signage placement at retreat site, opening and closing ceremonies.
- Full-page ad in #Girlfriendism Retreat Booklet
- Opportunity to welcome guests at the VIP Welcome Reception (2 min. limit)
- Verbal acknowledgment at the opening of each #Girlfriendism Retreat event

Access to #Girlfriendism Retreat events outlined as follows:

- Two (2) Invitations to the VIP Opening Ceremony
- Two (2) Complimentary Tickets to Women's Health & Wellness Wake-Up Workout
- Two (2) Complimentary Tickets to 'Girls, We Run the World' Social & Fashion Show
- Two (2) Complimentary Tickets to Girlfriends in Business, Leadership & Philanthropy
- Two (2) Invitations to the Private celebration party
- 10% of all sponsorships are a tax-deductible donation to H.O.P.E. Incorporated.

Gold Level \$1,500

Gold Sponsor enjoys the marketing & social media exposure with Retreat Level Access to events:

- Logo featured on the #Girlfriendism Retreat landing page
- Logo placement on all #Girlfriendism Retreat social media promotions
- 20 minute Facebook Live Interview with Khnuma prior to the retreat
- Prominent signage placement at retreat site, opening and closing ceremonies.
- Half-page ad in #Girlfriendism Retreat Booklet
- Verbal acknowledgment at the opening of each #Girlfriendism Retreat event

Access to #Girlfriendism Retreat events outlined as follows:

- One (1) Invitations to the VIP Opening Ceremony
- One (1) Complimentary Tickets to Women's Health & Wellness Wake-Up Workout
- One (1) Complimentary Tickets to 'Girls, We Run the World' Social & Fashion Show
- One (1) Complimentary Tickets to Girlfriends in Business, Leadership & Philanthropy
- One (1) Invitations to the Private celebration party
- 10% of all sponsorships are a tax-deductible donation to H.O.P.E. Incorporated.

Platinum

Gold

2. #GIRLFRIENDISM SPECIALTY SPONSORSHIP PACKAGES

Purple Passion Level \$750

Can't sponsor the entire retreat, but an event peaks your interests or aligns with your business strategy? The Silver Sponsor enjoys being featured at the event of their choosing (1 event-specific sponsorship per event only) as well as some marketing & social media perks, which are as follows:

- Featured Sponsor for one of the following events:
 - Women's Health & Wellness Wake-Up Workout
 - "Girls, We Run the World" Social & Fashion Show
 - Girlfriends in Business, Leadership & Philanthropy
- Logo featured on the #Girlfriendism Retreat landing page
- Logo placement on the Sponsored #Girlfriendism Retreat Event Only social media promotions
- Signage placement at the sponsored event, opening and closing ceremonies.
- Half-page ad in #Girlfriendism Retreat Booklet
- Verbal acknowledgment at the opening of the Sponsored #Girlfriendism event only

Access to #Girlfriendism Retreat events outlined as follows:

- One (1) Invitations to the VIP Opening Ceremony
- Two (2) Complimentary Tickets to the Sponsored event only
- One (1) Invitations to the Private celebration party
- 10% of all sponsorships are a tax-deductible donation to H.O.P.E. Incorporated.



Tantalizing Teal 'Culinary' Collaboration

Do you have mad culinary skills? Here is an opportunity for you to collaborate with #Girlfriendism to feature your delectable delights at one of the following events as well as get some marketing & social media perks on the side (no pun intended. LOL!).

Let's tantalize together with a Chef's Package that includes the following:

- Featured Chef for one of the following events:
 - VIP Opening Ceremony
 - Women's Health & Wellness Wake-Up Workout
 - "Girls, We Run the World" Social & Fashion Show
 - Girlfriends in Business, Leadership & Philanthropy
 - By Invitation Only Thank You Celebration
- Logo featured on the #Girlfriendism Retreat landing page
- Logo placement on the Sponsored #Girlfriendism Retreat Event Only social media promotions
- Half-page ad in #Girlfriendism Retreat Booklet
- Chef Featured/Sponsored Event:
 - Chef provides 1-1/2 servings of the agreed menu for each attendee
 - Access to #Girlfriendism Retreat Kitchen
 - #Girlfriendism will reimburse for ingredients (receipts required)
 - Verbal acknowledgment at the opening of the Sponsored/Catered event only

Access to #Girlfriendism Retreat events outlined as follows:

- Two (2) Complimentary Tickets to the Sponsored event only
- One (1) Complimentary Ticket to one Retreat event (plus VIP & By Invitation events)



3. #GIRLFRIENDISM START-UP SPONSORSHIP PACKAGE

Caribbean Sun \$350

At #Girlfriendism, we know what it's like to be a new entrepreneur and starting your business. So, we want to shine some Caribbean Sunshine & #Girlfriendism love on women who would like to have access to the retreat to network and participate in the events as well as take advantage of the marketing opportunities to shine a spotlight on their business. If you are a solo entrepreneur that has been in business for about three (3) years, this package is for you.:

- Logo featured on the #Girlfriendism Retreat landing page
- Sign placement at the sponsored event, opening, and closing ceremonies.
- Guest appearance on 40 min. #Girlfriendism Panel Discussion on Women in Business
- Half-page ad in #Girlfriendism Retreat Booklet

Access to #Girlfriendism Retreat events outlined as follows:

- One (1) Invitations to the VIP Opening Ceremony
- One (1) Complimentary Tickets to "Girls, We Run the World" Social & Fashion Show
- One (1) Complimentary Tickets to Girlfriends in Business, Leadership & Philanthropy
- 10% of all sponsorships are a tax-deductible donation to H.O.P.E. Incorporated.

BENEFITS OF A #GIRLFRIENDISM SPONSORSHIP

Over the last ten (10) years, My Girlfriend's Closet (MGCSTX) has created an online community of followers who continue to be engaged through multiple platforms, including streamlined pages for each branch of Girlfriendism such as SoKh(R)Caribbean Dance Fitness. As such, much of the content is follower generated and shared by girlfriends organically creating a rippled effect within their spheres of influence, decreasing the degrees of separation between you and potential clients as well as increasing the opportunity to gain global reach.



@mgcstx

@sokhdancefitness
@AllThingsGirlfriendism

9800+ Followers
(combined)



@mgcstx

@sokh_caribbean_dance_fitness

2100+ Posts
1800+ Followers
(combined)



www.mgcstx.com
www.girlfriendism.com

Monthly Average
375+ Visitors

Location Traffic data:
(est. combined)

With your sponsorship, your brand will have access, enhanced recognition, and increase online circulation by #Girlfriendism's online local, national & international community. Sponsorship entails a minimum of the following posts and/or campaigns:

- **Welcome Aboard:** Once sponsorship is signed, a post featuring that you have joined the #Girlfriendism movement as a sponsor with level.
- **Sponsor Featured Logo Placement** on #Girlfriendism Retreat social media posts (4-10) on all platforms based on level.
- **Website Placement** from time of sponsorship payment to last day of the retreat.
- **Retreat Countdown** leading up to the weekend of activities.
- **Thank You for Your Support!** Campaign after the retreat.

The sooner you lock in your Sponsorship Level, the sooner we can begin featuring your business within the Girlfriendism Community and beyond.

- 30% US Virgin Islands
- 26% Southeast Region US (FL, GA, NC, SA, LA, TX)
- 22% North east Region US (NY, NJ, CT, PA, MI, IL)
- 8% West Coast (CA, WA)
- 4% Canada
- 4% South America (Brazil & Venezuela)
- 4% South Africa
- 2% United Kingdom

Caribbean Sun

Share Our Hashtags:
#Girlfriendism
#GirlfriendismFashion
#GirlfriendismFitness
#GirlfriendismBusiness
#GirlfriendismWellness
#GirlfriendismTravel
#GirlfriendismHOPE

Join Our Movement!
Subscribe at
www.girlfriendism.com

#GIRLFRIENDISM COMMUNITY

1. The Art of Being a Girlfriend.
2. Being a woman whose empowerment serves others.
3. A community of women who support women in business, friendship, and beyond!

*Inspired by the women of St. Croix, U.S. Virgin Islands...
Created for women all over the world!*



What people are saying...

*...girlfriendism is an awesome
and real experience.*

-ARLENE HODGE
A BETTER DAY, LLC. ST. CROIX

"My contribution is everything that Girlfriendism stands for— women empowerment, women supporting women, and especially supporting Khnuma in this campaign that she's been pushing for the last few years, the idea of Girlfriendism. She's pushed me and inspired me, refocusing me. That extra push that she gives, I want to give that push also to other women who want to go forth and conquer."

Maudiana John-Baptiste,
Behavioral Health Counselor

*100% #Girlfriendism is what every person
needs/can celebrate!*

-KRISTINA TORRES, IL

"That would be great for collaboration and what [MGC's] launching with Girlfriendism. I'm really excited. I do feel like we're launching something big. It's going to change the island and it's going to change the word."

Gabrielle Joy Rock,
Spark International Agency
"Models on a Mission for Humanity" Campaign



#GIRLFRIENDISM COMMUNITY

#Girlfriendism is...



*Girlfriendism is connecting women
in, from, and beyond St. Croix
and the U.S. Virgin Islands.
The best is yet to come!*

-KHNUMA SIMMONDS
FOUNDER & VISIONARY

Who is missing?



At #Girlfriendism, we would love to have you on this empowerment journey that was created by women, for women! Together, let's create an inaugural 2021 Girlfriendism Retreat weekend to celebrate girlfriends in friendship, community, business & philanthropy. Select your sponsorship level and contact us today!

Hey Girlfriend...or Guy Friend!

Mark your calendars

Friday, July 29th – Monday, August 1st, 2022.

We have already started planning for next year!

#GIRLFRIENDISM RETREAT

Sponsorship Commitment Form
2021 #Girlfriendism Retreat
July 31st - August 1st

This sponsorship is entered between Girlfriendism and _____ signed on the date, _____ of _____ 2021.

1. #GIRLFRIENDISM ELITE RETREAT SPONSORSHIP PACKAGES

Enjoy Retreat Level access to #Girlfriendism VIP Invitations and complimentary tickets to weekend events

_____ Platinum Level Sponsorship - \$3,000

_____ Gold Level Sponsorship - \$1,500

2. #GIRLFRIENDISM SPECIALTY SPONSORSHIP PACKAGES

Enjoy Event Level Access to #Girlfriendism VIP Invitations, Selected events & Marketing opportunities

_____ Purple Passion- \$750

Only One (1) Featured Sponsor per event events:

- Women's Health & Wellness Wake-Up Workout
- 'Girls, We Run the World" Social & Fashion Show
- Girlfriends in Business, Leadership & Philanthropy

_____ Tantalizing Teal 'Culinary' Collaboration (For Chefs Only)

Featured Chef for one of the following events:

- VIP Opening Ceremony
- Women's Health & Wellness Wake-Up Workout
- 'Girls, We Run the World" Social & Fashion Show
- Girlfriends in Business, Leadership & Philanthropy
- By Invitation Thank You Celebration



3. #GIRLFRIENDISM START-UP SPONSORSHIP PACKAGE

For Girlfriend solo entrepreneurs that have been in business for about three (3) years.

_____ Caribbean Sun - \$250

Billing Contact Information

Name: _____

Title: _____

Company Name: _____

Phone: _____

Email: _____

Payment:

_____ Check Enclosed

_____ Money Order

_____ PayPal: Girlfriendism@gmail.com

_____ Venmo: @girlfriendism

_____ Download and/or Process Online
at www.girlfriendism.com/g-retreat

Sponsor

Signature: _____

Girlfriendism

Representative: _____



SAVE THE DATE

2022

#GIRLFRIENDISM Retreat

Friday, July 29th, 2022 – Monday, August 1st, 2022.

Location: Somewhere in the World?

Join Our Movement and Subscribe At:
www.girlfriendism.com