

**MEN & WOMEN OF
CHARACTER**

WE PUT OUR  IN EVERYTHING WE DO



SERENITY & SLAY

HEALTH & BEAUTY BASH

Where Beauty Blooms, Wellness Shines, and Everyone Belongs

Sponsorship Prospectus 2025

INAUGURAL EVENT / NOVEMBER 29, 2025

Sheraton Bucks County Langhorne

400 Oxford Valley Rd, Langhorne, PA 19047

11:00 AM – 7:00 PM





INTRODUCTION

EXECUTIVE SUMMARY

Welcome to the inaugural Serenity & Slay Health and Beauty Expo – a groundbreaking event that celebrates wellness, beauty, and empowerment for all ages and backgrounds. Organized by Men & Women of Character, this expo represents a unique opportunity to connect with a diverse, engaged audience while supporting a meaningful community initiative.

Our expo is designed to inspire, educate, and empower attendees through interactive workshops, wellness demonstrations, beauty consultations, and networking opportunities. As our inaugural event, this expo sets the foundation for what will become an annual celebration of health, beauty, and personal empowerment in the greater Philadelphia region.

VISION & MISSION

VISION

To create an inclusive space where individuals of all ages, genders, and backgrounds can discover new approaches to health and beauty while building meaningful connections within our community.

MISSION

To provide accessible wellness education, beauty resources, and empowerment opportunities that inspire positive lifestyle changes and foster community connections.

“This event funds programs and services for youth, seniors, and their families in the Metropolitan Trenton, NJ area.”

TARGET AUDIENCE & DEMOGRAPHICS

Age Range: 12-85 years8 old

Youth (12-17): 15% - Students, emerging beauty enthusiasts, wellness newcomers

Young Adults (18-29): 25% - College students, early professionals, beauty influencers

Adults (30-49): 35% - Working professionals, parents, established beauty consumers

Mature Adults (50-85): 25% - Experienced consumers, wellness advocates, community leaders

Gender Distribution

Female: 70%

Male: 25%

Non-binary/Other: 5%

Geographic Reach

Primary: Bucks County, Montgomery County, Philadelphia County

Secondary: Central New Jersey, Newark NJ, Delaware, New York Metro Area

Tertiary: Greater Philadelphia Metropolitan Area, Tri-State Region

Attendee Interests

Natural and organic beauty products

Wellness and self-care practices

Anti-aging and skincare solutions

Fitness and nutrition guidance

Mental health and mindfulness

Personal development and empowerment

Sustainable and eco-friendly products

Reading and literary wellness

Expected Attendance: 300-500 attendees





MARKETING & PROMOTIONAL STRATEGY

Digital Marketing

- Social Media Campaign: Instagram, Facebook, TikTok, LinkedIn
- Email Marketing: Multi-touch campaign to our subscribers
- Website Promotion: Featured prominently on mwcorg.org
- Influencer Partnerships: Local beauty and wellness influencers
- Online Event Listings: Eventbrite, Facebook Events, local directories

Traditional Marketing

- Press Releases: Local newspapers, radio stations, TV outlets
- Print Advertising: Health and beauty publications, community newsletters
- Community Partnerships: Local businesses, schools, organizations
- Direct Mail: Targeted mailings to key demographics



Timeline

- 6 months prior: Sponsor recruitment begins
- 4 months prior: Major marketing launch
- 2 months prior: Intensive promotion phase
- 1 month prior: Final push and reminders





SPONSORSHIP OPPORTUNITIES:

ALL SPONSOR BENEFITS INCLUDE:

- Professional logo placement on event materials appropriate to sponsorship level
- Complimentary event tickets (quantity varies by level)
- Recognition in event program
- Social media mentions during promotional campaign
- Access to post-event attendee feedback and metrics
- Networking opportunities with other sponsors and community leaders
- Listing as a sponsor on our website for one full year

RADIANT RUBY SPONSOR — \$10,000 (1 slot available)

Exclusive Premium Benefits:

Premium logo placement on ALL event materials
10-minute speaking opportunity during opening ceremony
Full-page advertisement in event program (inside front cover)
10 complimentary event tickets
Prime booth location with maximum visibility and foot traffic
Year-round visibility on all Men & Women of Character events and materials
Quarterly recognition in organizational communications

PLATINUM SPONSOR — \$7,500 (2 slots available)

Premium Benefits:

Premium logo placement on all event materials
5-minute speaking opportunity during opening ceremony
Full-page advertisement in event program
8 complimentary event tickets
Prime booth location with high visibility

GOLD SPONSOR — \$5,000 (3 slots available)

Enhanced Benefits:

Prominent logo placement on event materials (medium size)
Half-page advertisement in event program
6 complimentary event tickets
Premium booth location

SILVER SPONSOR — \$3,500 (4 slots available)

Standard Benefits:

Logo placement on event materials (standard size)
Quarter-page advertisement in event program
4 complimentary event tickets
Preferred booth location

BRONZE SPONSOR — \$2,000 (5 slots available)

Basic Benefits:

Logo placement on event materials (small size)
Business listing in event program
3 complimentary event tickets
Standard booth location

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SERENITY & SLAY
Health and Beauty Expo

SPECIAL SPONSORSHIP PACKAGES:

ALL SPONSORS WILL BE FEATURED ON OUR WEBSITE FOR ONE FULL YEAR AND TICKETS TO THE EVENT.

Youth Ambassador Sponsor – \$1,000 (5 Slots)

Sponsor the participation of youth ambassadors at the event. Logo featured on youth ambassador t-shirts, tote bags, event program, and website.

Meet and interact with youth ambassadors during the event. 2 complimentary tickets to the event.

Beauty in the Bag Merch Sponsor – \$1,200 (10 Slots)

Your branded items included in exclusive event swag bags distributed to attendees.

Acknowledgment in the event program and on the official website. Recognition on our social media platforms leading up to the event.

2 complimentary tickets to the event.

Tranquil Serenity Space Sponsor – \$2,000 (2 Slots)

Your brand featured in our dedicated relaxation and wellness area.

Acknowledgment in the event program and on the official website. Recognition on our social media platforms leading up to the event.

2 complimentary tickets to the event.

Prime placement in the vendor area.

Main Stage Sponsor – \$3,500 (1 Slot)

Your logo is prominently displayed on the main stage backdrop.

Acknowledgment in the event program and on the official website. Recognition on our social media platforms leading up to the event.

3 complimentary tickets to the event.

Prime placement in the vending area.

Nourish & Flourish Lunch Sponsor – \$3,000 (1 Slot)

Prominent signage at all lunch areas and promotional materials on lunch tables.

Acknowledgment in the event program and on the official website. Recognition on our social media platforms leading up to the event.

4 complimentary tickets to the event.



05



Room Sponsorship Opportunities

Enhance your brand's presence by sponsoring one of our specialized rooms, each designed to host workshops, panels, and interactive sessions.

60-Seat Battle of the Brushes contest room – \$1,500 (3 Slots)

Your brand prominently featured during the Battle of the Brushes competition.

Acknowledgment in the event program and on the official website.

Recognition on our social media platforms leading up to the event.

2 complimentary tickets to the event.

50-Seat Creativity Room – \$1,300 (2 Slots)

Naming rights for one of the next largest rooms.

Prominent signage at the entrance.

Acknowledgment in the event program and on the official website.

2 complimentary tickets to the event.

30-Seat Innovation Room – \$1,200 (1 Slot)

Naming rights for the medium breakout room.

Prominent signage at the entrance.

Acknowledgment in the event program and on the official website.

2 complimentary tickets to the event.

15-Seat Discovery Room – \$1,000 (1 Slot)

Naming rights for the smaller breakout room.

Prominent signage at the entrance.

Acknowledgment in the event program and on the official website.

2 complimentary tickets to the event.

10-Seat Empowerment Room – \$800 (1 Slot)

Naming rights for the smallest breakout room.

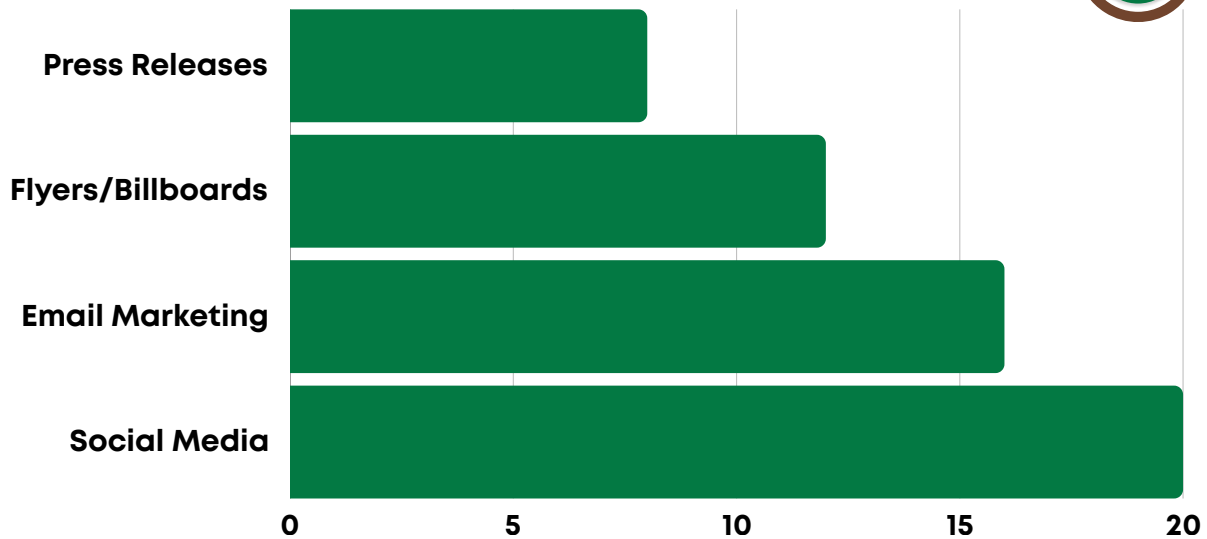
Prominent signage at the entrance.

Acknowledgment in the event program and on the official website.

2 complimentary tickets to the event.



EVENT PROMOTION PLAN



**BECOME A
SPONSOR**

*"Where Beauty Blooms,
Wellness Shines,
and Everyone Belongs."*

TENTATIVE EVENT SCHEDULE

11:00 AM – Doors Open
Attendee Check-In & Registration
Vendor Marketplace Opens
Serenity Lounge Access

12:00 PM – First Workshops Begin
Simultaneous Workshops Begin in Breakout Rooms
Battle of the Brushes – Round 1 (Makeup Brushes)
First hourly Giveaway Drawing

1:00 PM – Second Workshops Begin
Workshops continue
Battle of the Brushes – Round 2 (Hairbrushes)
Second Giveaway Drawing

2:00 PM – Main Panel Session (Ballroom)
Tentative Topic: Empowerment in Health, Wellness & Beauty
Featuring panel experts
Battle of the Brushes – Round 3 (Nail Brushes)
Third Giveaway Drawing

3:00 PM – Workshops Resume
45-minute workshops resume in all breakout rooms
Fourth Giveaway Drawing

4:00 PM – Wellness Activation Hour
Guided Meditation or Stretch Break (Serenity Room)
Men's Lounge: Barbershop Conversation Workshop Giveaway
Vendor Spotlights & Product Demonstrations
Fifth Giveaway Drawing

5:00 PM – Final Workshop Block
Last Round of Breakout Sessions
Makeup & Skincare Demo
Self-Care & Mental Health Talks
Battle of the Brushes – Winner Announcements
Sixth Giveaway Drawing

6:00 PM – Wrap-Up Hour
Networking + Photo Ops
Closing Remarks in Ballroom
Honoree Recognition & Final Raffle
Seventh Giveaway Drawing

7:00 PM – Event Ends
Vendor Breakdown
Swag Bag Pick-Up for Last Entries
Thank You Announcements



ONSITE HEALTH SCREENINGS

We invite hospitals, clinics, health professionals, and wellness companies to join us at the Serenity & Slay Health and Beauty Bash — a one-day celebration of beauty, health, and wellness, hosted by Men & Women of Character, Org., a 501(c)(3) nonprofit organization.

*This year's event will take place at the Sheraton Bucks County Hotel on Saturday, November 29, 2025. As part of our commitment to holistic well-being, we are offering a special opportunity for up to ****five**** providers to offer ****free onsite health screenings**** in designated rooms or specialty areas throughout the venue.*

Screenings must be services that can be performed safely and discreetly in a public setting, and may include general wellness checkups, chiropractic evaluations, mental health screenings, chair massages, or nutritional counseling. Providers should be able to offer multiple services to attendees. This is a unique opportunity to promote community health, provide essential wellness resources, and build meaningful connections with a diverse and engaged audience of over 500 attendees. All participating providers will be highlighted on our website, in printed programs, and via social media shoutouts.

Why Participate?

- Provide impactful health services to underserved or curious community members*
- Build trust and connect with potential new clients or patients*
 - Receive free event exposure (print, signage, digital)*
- Help support grassroots community wellness and empowerment*

Suggested Onsite Screenings Include:

- Blood pressure, glucose, and cholesterol checks*
- Mental health screenings (depression/anxiety evaluations)*
- Cancer awareness checks (breast exams, skin screenings)*
 - Nutritional and lifestyle consultations*
 - Chronic condition education and support*
 - Chiropractic posture or alignment evaluations*
 - Chair massage therapy for tension and wellness*
- Any service that can be performed safely and respectfully in a semi-public setting*

If interested, request a form at: serenityandslay@mwcor.org. Space is limited and available on a first-confirmed

BATTLE OF THE BRUSHES

MAKEUP, HAIR & NAILS SHOWDOWN

Unleash Your Creativity!

Join us for the ultimate beauty competition where emerging artists in makeup, hair, and nails go head-to-head. Witness live transformations, innovative techniques, and dazzling designs.

Competition Categories:

- Makeup Artistry: From natural elegance to avant-garde.
- Hair Styling: Classic cuts to creative updos.
- Nail Design: Intricate art to bold statements.

Prizes & Recognition:

- Trophies and certificates for winners in each category.
- Feature in our event program and social media highlights.
- Exclusive interviews and photo opportunities.

Entry Details:

- Entry Fee: \$25 per category.
- Registration Deadline: September 15, 2025, or until all slots are filled.
- Register at: www.mwcorg.org

Audience Admission:

- Included with Serenity & Slay Expo ticket.
- Enjoy the competition, explore vendor booths, and attend wellness workshops.

Be part of the beauty revolution. Showcase your skills, inspire others, and celebrate the art of transformation!





READING AS WELLNESS

At Serenity & Slay, we recognize that wellness encompasses more than just physical health—it includes mental, emotional, and spiritual well-being. Reading serves as a powerful tool for self-care, offering solace, inspiration, and a means to navigate life's challenges.

Whether it's immersing oneself in a compelling novel, finding guidance in a self-help book, or exploring new perspectives through memoirs and poetry, reading can reduce stress, enhance empathy, and foster personal growth.

By integrating authors into our expo, we aim to celebrate the profound impact of literature on health and wellness, and to provide attendees with resources that support their journey toward holistic well-being.

Call for Authors: Share Your Voice at Serenity & Slay

We invite authors from all genres—fiction, non-fiction, poetry, children's literature, self-help, and more—to participate in the Serenity & Slay Health and Beauty Expo. This is an opportunity to connect with a diverse audience eager to explore the intersection of literature and wellness.

Opportunities for Authors:

- **Author Pavilion:** Showcase and sell your books, engage with readers, and network with fellow authors.
- **Workshops & Panels:** Lead discussions or workshops on topics such as the healing power of storytelling, journaling for mental health, or the role of literature in personal development.
- **Book Signings:** Offer personalized signings to connect directly with your audience.
- **Swag Bag Inclusion:** Include your promotional materials in our event swag bags for extended reach.

How to Apply:

To express your interest in participating, please visit our website at www.mwcorg.org or contact us via email at serenityandslay@mwcorg.org. Applications are open until September 15, 2025.

Join us in celebrating the transformative power of literature and its role in promoting health and wellness.



VENDOR INFORMATION

As part of the Serenity & Slay Health and Beauty Expo, we welcome a vibrant and diverse marketplace of wellness, health, beauty, and lifestyle vendors. This premier event offers unmatched exposure to a curated audience of consumers, professionals, and community leaders focused on empowerment, education, and elevation.

Vendor Booth Includes:

- 10 x 10' space to decorate
- 1 table and 2 chairs
- Sleek black tablecloth (upon request)
- Table signage with business name
- Listing on all event media
- Lunch provided for 2 representatives
- Access to all-day programming in your vending space

Vendor Cost (split payments available for a limited time:

- Standard Vendor: \$350
- Nonprofit Vendor: \$275
- Early Bird Discount (Register by August 15th): Save \$35 (Standard) / \$25 (Nonprofit)

Vendor Perks:

- Network with hundreds of attendees throughout the day
- Showcase your products and services in a high-energy environment
- Opportunity to add on to your package (see official vendor's page)
- Be included in our featured vendor social media highlights

Location:

Sheraton Bucks County Langhorne
400 Oxford Valley Rd, Langhorne, PA 19047

Event Date & Time:

Saturday, November 29, 2025
Event Hours: 11:00 AM – 7:00 PM

How to Register: To reserve your vendor booth, visit our page at www.mwcorg.org or use the following link:
<https://www.zeffy.com/ticketing/03e327de-3fcc-4cfb-b0a5-6e42ec1a8334>

Vendors must register no later than October 1, 2025
Contact: Questions? Email serenityandslay@mwcorg.org



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Health and Beauty Expo



Thank You for taking the time

We sincerely thank you for taking a moment to peruse the
SERENITY & SLAY HEALTH AND BEAUTY EXPO
Sponsorship Prospectus

Your time and consideration mean the world to us. This event is more than a showcase—it's a movement to uplift, celebrate, and create access to wellness, beauty, and empowerment for all. We hope you'll consider partnering with us to make this powerful vision a reality. Should you have any questions or be ready to join us as a sponsor, we'd love to connect with you.

Donyale N. Thompson

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SERENITY & SLAY
HEALTH AND BEAUTY EXPO

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