



Dear Sponsor:

My name is Lawanda Lee Anderson and I am the president of “**Words of Essence, LLC.**” I am also a motivational speaker, poet, and the author of two inspiring books of poetry entitled, “*Words of Essence*” and “*The Voices of Many.*”

I am writing this letter to request your **Sponsorship and Advertisement** for our upcoming **15th Annual “Gospel Showcase & Talent Show 2020”** which will take place at the **Downtown Durham Armory (Civic Center)** located at 220 Foster St., Durham, NC on **October 18, 2020** from **5pm – 8pm.**

HIGHLIGHTS

Within the past 14 years, Words of Essence has sponsored 3 highly effective community events:

6th Annual “Aspiring Writers Info Session” – motivated audience members to enhance writing abilities through receiving information from a panel of professional authors and publishers.

14th Annual “Gospel Showcase & Talent Show” – provided a platform for local artists, singers and dancers to perform for Professional Judges who were radio hosts and announcers, while awarding the winners cash prizes, free studio recording and rehearsal hours, trophies, etc.

3rd Annual “Business Men & Women Expo” – inspired future entrepreneurs and business owners with strategies and financial information by bringing in credible speakers.

In addition, **Words of Essence** participated in over **100 speaking engagements**, was presented an award as an “**African-American Literary Figure**” by Johnston County Heritage Center/ Library (2015), nominated as “**Woman of the Year**” by **Spectacular Magazine** (2015), was featured on **Brandnews.com – Christopher “Play” Martin’s show** (2011), represented Durham Technical Community College during the **Chamber of Commerce’s 100th Anniversary** (2006), was featured in a full page article in the Aug/Sept. edition of **Spectacular Magazine** (2006), and received other honorable opportunities via **radio and television interviews** (2005 - present).

As a **Sponsor** of **Words of Essence**, you will not only be investing in one of the **Top Innovative Organizations**, but you will be directly impacting our communities, while enhancing your advertisement presence with our venues.
(See page 2 for “*Sponsor Benefits*”)

We are extremely excited about your consideration in becoming a **Sponsor** (*Distinguished, Gold, Silver or Bronze*) and are certain that your company will greatly benefit from the advertising and marketing opportunities implemented by **Words of Essence** to give your business more exposure, while demonstrating your concern for community involvement. If you have any questions, please contact me at **(919) 624-4138.**

Please mail your contribution to the above address **Before October 1, 2020.** Thank you in advance for your investment in the **Community and Words of Essence, LLC!**

Sincerely,

Lawanda Lee Anderson, *CEO/ President*

SPONSOR BENEFITS

DISTINGUISHED SPONSOR - \$1000

(Full Page Ad)

- Media recognition via Radio Commercials as a Co-Sponsor of the 15th Annual "Gospel Showcase & Talent Show 2020"
- Media Reel Impression (Company logo and 30 second commercial displayed during event)
- Receive Free Admission (20 complimentary tickets)
- Free Vendor Table to display Business literature & products for additional advertisement
- Receive a personal autographed copy of "Words of Essence" poetry book
- Featured on the Words of Essence's Website
- Verbal Recognition during event

Gold Sponsor - \$500

(Full Page Ad)

- Receive Free Admission (10 complimentary tickets)
- Free Vendor Table to display Business literature & products
- Verbal Recognition during event
- Featured on the Words of Essence's Website
- Receive a personal autographed copy of "Words of Essence" poetry book

Silver Sponsor - \$200

(1/2 Page Ad)

- Receive Free Admission (5 complimentary tickets)
- Verbal Recognition during event
- Featured on the Words of Essence's Website

Bronze Sponsor - \$100

(1/4 Page Ad)

- Receive Free Admission (2 complimentary tickets)
- Verbal Recognition during event
- Featured on the Words of Essence's Website

Business Card Ad - \$25

- Verbal Recognition during event
- Featured on the Words of Essence's Website

* Program booklet is based on 9x6in layout *

SPONSORSHIP FORM

Please Check the following option(s) and place your contact information below.

Included with your Returned Information should be the following:

- 1.) Typed copy of company information, handout(s), business cards, etc. to be featured in Ad (business card – Full page) or email information to Godslope232@yahoo.com under Subject line: **Gospel Showcase Sponsorship Ad**
- 2.) Include Check or Money order addressed to: "Words of Essence, LLC"
- 3.) Mail information to: Words of Essence, P.O. Box 13182, Durham, NC 27709

****** DEADLINE OCTOBER 1, 2020 ******

_____ Distinguished Sponsor - \$1000

_____ Gold Sponsor - \$500

_____ Silver Sponsor - \$200

_____ Bronze Sponsor - \$100

_____ Business Card - \$25

_____ Registration Ticket - \$15

_____ Donation (Any Amount Desired)

_____ **TOTAL AMOUNT**

Contact Name/ Organization _____

Phone number/ Email Address/ Website _____

Address _____

Other (In-kind, give-away items, etc) _____

Please attach form with your Contribution.