

A woman with a shaved head is sitting on a light blue armchair in a living room. She is wearing a white long-sleeved shirt with a black abstract line pattern and dark pants. She has several colorful beaded bracelets on her right wrist and a watch on her left. The background features a white fireplace mantel with a gold pillar, a blue and white striped vase, and a candle. A framed abstract painting is on the wall to the right.

SPONSORSHIP PROPOSAL

I AM MORE THAN MY HAIR

Filmed, directed and produced by Alyscia Cunningham

Alyscia Cunningham
Website: www.Alyscia.com
Email: info@Alyscia.com
Telephone: (301) 244-9658



DEAR POTENTIAL PARTNER,

I am writing to you on behalf of *I Am More Than My Hair*, a documentary I directed, produced and filmed. This film complements my recently launched book of the same title and aims to raise awareness of alopecia (*the partial or complete absence of hair from areas of the body where it normally grows*) and includes stories females who've experienced it. As I have recently completed my film, I am kindly inviting you to be one of the sponsors associated with the distribution of it.

I am an author, filmmaker, and photographer, focused on changing the dialogue around beauty standards for women. This documentary-style film encapsulates just that as I explore the emotions attached to women who have experienced hair loss and how they feel about societal beauty standards portrayed by the media. Sponsoring this film offers your company the ability to support women in film, women empowerment and values of diversity, awareness and social impact.

I am offering you a wonderful and unique opportunity to promote your business and brand via the distribution and online marketing efforts for the film. Your investment will assist me to subsidize the expenses associated with my film and provide an enriching experience to all interested in viewing it. Sponsorship will assist me to submit my documentary to various film festivals, cover travel expenses and cover the costs associated with securing the licensed footage and music as well as sound and color correction.

Partnering with *I Am More Than My Hair* provides your company with opportunities of increased brand awareness and exposure, marketing and promotion and the opportunity to convert these efforts into sales and profitability. I will continuously reach new heights to give you the best possible experience and demonstrate the desired return on your investment. Please consider the proposal that follows. I look forward to discussing partnership opportunities with you.

Do not hesitate to contact me via email at info@Alyscia.com or telephone at (301) 244-965 for any questions, concerns or inquiries that you may have about this proposal or any of its contents.

Best Regards,

A handwritten signature in black ink, appearing to read 'Alyscia', with a stylized, flowing script.

Director, Producer, Cinematographer



FILM OVERVIEW

I AM MORE THAN MY HAIR

I Am More Than My Hair is a companion piece to my newly released book, of the same title. Both outstanding works assess the perspective of females with a medical condition that caused alopecia (the partial or complete absence of hair from areas of the body where it normally grows.) The documentary-style film features interviews with females who've experienced alopecia and the connection of their emotions to the media's standards of beauty.

HAIR LOSS STATISTICS:

95% of Female Hair Loss is androgenic, meaning that it results from hormonal changes such as pregnancy or menopause.

21 million American women currently suffer from some form of Alopecia

80% of women experience noticeable hair loss by the age of 60

12% of women with hair loss pursue restoration treatment, as compared with 20% of male alopecia sufferers

SPONSORSHIP PACKAGES

DIAMOND \$5,000

- Social media advertisement
- Website logo display
- Email blast
- Social media advertising
- Brand advertising on printed material
- 1 Speaking opportunity at film/ book-related event
- Brand table display at film/ book related event
- Opportunity to distribute marketing material at four of our events
- Sponsored giveaway opportunity
- Media exposure, where applicable
- *Exclusivity can be discussed*

PLATINUM \$2,500

- Social media advertisement
- Website logo display
- Email blast
- Social media advertising
- Brand advertising on printed material
- Opportunity to distribute marketing material at two of our events
- Sponsored giveaway opportunity
- Media exposure, where applicable

GOLD \$1,000

- Social media advertisement
- Website logo display
- Email blast
- Social media advertising
- Brand advertising on printed material
- Opportunity to distribute marketing material at one of our events
- Media exposure, where applicable

SILVER \$500

- Social media advertisement
- Website logo display
- Email blast
- Social media advertising
- Media exposure, where applicable

WHY SPONSOR?

BRAND AWARENESS

Our sponsors will benefit from increased visibility, publicity and brand awareness. This is a result of our active marketing and advertising strategies, which offer your company the opportunity to tell its brand story to fresh and captive audiences. This increases sales and profits and allows consumers to easily identify your product and to “see” your brand as an industry leader. Investing in a sponsorship package not only offers advertising on our promotional materials but also gives you the opportunity to distribute your own marketing materials during our events. Also Included is our Social Media Platform and email ads with a combined reach of 20,900 followers and subscribers.

SUPPORT A GOOD CAUSE

Partnering with this film also allows you to support a good cause. As this film is aimed at raising awareness for alopecia and challenging society's beauty standards, this is a message that will resonate with many, particularly advocates for increased inclusivity and diversity in society. By sponsoring it, you will have the opportunity to support this good cause and consequently, consumers will view your brand in a positive light.

COMMUNITY ENGAGEMENT

Partnering with the film, I Am Not My Hair, also gives your brand the opportunity to engage with local communities across America who will view the film, buy the book, attend the associated events and participate in meaningful conversations about social issues such as this. Persons will align your brand with positive values which can result in an increase in authentic sales and profitability for your company.

MEDIA REACH



10,600 Facebook fans



2,800 twitter followers



3,800 email subscribers



1,700 LinkedIn followers



2,000 instagram followers

SPONSORSHIP FORM

CORPORATE SPONSORSHIP

Organization Name: _____

Organization Contact: _____

Contact Phone: _____ Contact Email: _____

Contact Address: _____

INDIVIDUAL SPONSORSHIP

Individual Name: _____

Contact Phone: _____ Contact Email: _____

Contact Address: _____

Sponsorship Level (*Please circle one*):

Diamond Sponsor (\$5,000) Platinum Sponsor (\$2,500) Gold Sponsor (\$1,000)
Silver Sponsor (\$500) Bronze (\$250)

Please make contributions payable to ***Docs In Progress***.

(*This project is fiscally sponsored by Docs In Progress, a 501(c)(3) non-profit organization. All donations are tax-deductible.*)

Signature: _____

Date: _____

THANK
YOU!

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