

ILLUSTRATED MELANIN PRESENTS

color & chill

CONNECTING IN WELLNESS THROUGH COLORING

SPONSORSHIP DECK



COLOR & CHILL

hello@illustratedmelanin.com

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03 | WHO WE ARE

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/ILLUSTRATED WHO IS MELANIN

Illustrated Melanin is rooted in the principles of wellness and self-love. Our stationery products, ranging from greeting cards to guided journals, are designed to equip Black and Brown women with intentional practices of purpose and joy. Embracing the beauty of melanin, our illustrations radiate a spectrum of tones that represent the diverse nature of our culture.

It goes beyond being just a brand; Illustrated Melanin stands as a testament to the journey of self-acceptance, recognition, and celebration that women of color deserve in every facet of their lives.

XOXO, ELISA
FOUNDER



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04 | PURPOSE
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WHAT IS **color & chill**

Color & Chill was created by Elisa Summiel-Bey, founder of Illustrated Melanin, to cultivate an **inclusive community of wellness** through the joy of coloring.

THE MISSION

To provide a safe, creative, and mindful space for adults to **explore the therapeutic benefits of coloring**. We aim to foster a community of relaxation, self-expression, and wellness through the simple act of putting colored pencil or crayon to paper.



OUR GOALS

Host monthly coloring event, every 1st Sunday, at local, San Diego based establishments.

Highlight, support, & introduce new and existing BIPOC and women owned businesses.

Bring the community together for a time of nostalgia, relaxation, music, and refreshments.

Foster a sense of mindful practices to take into our every day lives and experiences.

Facilitate workplace sessions at corporations who value their employee wellness.





TARGET AUDIENCE

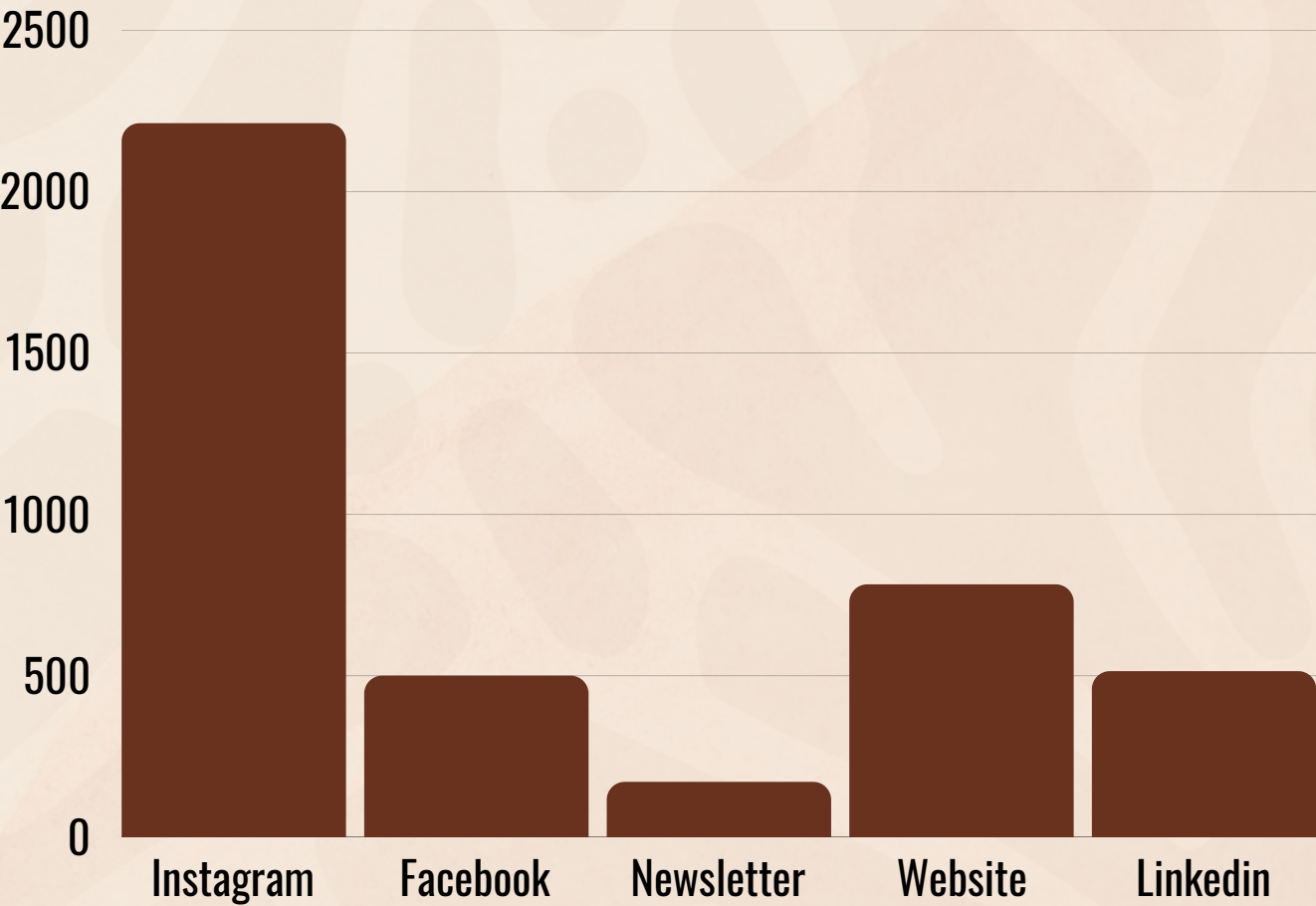
While we prioritize creating a safe space for people of color & culturally diverse backgrounds, **all adults are welcome!**

Individuals with high stress jobs who are invested in their well-being, creative expression, and desire to transform their wellness practices.

Those in search of meaningful, inclusive, and intentional community gatherings.

Adults who just love to color!

OUR REACH



IMPACT

120+

individuals served since May 2024

5

monthly events curated
since May 2024

400+

new Instagram followers since
starting Color & Chill

20

small businesses + sponsors
highlighted since May 2024

150+

coloring books sold

COUNTLESS

feelings of mindfulness,
relaxation, and calm



REVIEWS



This was such a fun and rejuvenating time!
Was able to flow in and out of intentional
mindfulness and great convo.



I liked the atmosphere, I felt calm
and creative!



Very therapeutic! Opportunity to meet
new people! Opportunity to tap into your
creative side! Opportunity to visit new
venues and businesses! Such a genius idea
this concept. 10/10 recommend.



Connecting with community through
wellness is important and to always make
time for creativity.



It was a vibe! Could be interesting to help
others get to know each other more?

PARTNER WITH US

Incorporate exclusive branded activations for attendees to get to know more about your mission and values.

Provide scholarships or fully free events for underserved individuals who want to participate but may experience financial hardship.

Further the mission to make wellness accessible and meaningful to all.

Amplify & support local, BIPOC owned small businesses, brands, & organizations.



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SPONSORSHIP PERKS

10 | SPONSORS

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GROW

your reach within a community that uplifts and supports each other.

ENGAGE

with local small businesses + individuals who deserve to be seen, heard, and amplified.

CULTIVATE

a sense of community within the wellness + art space.

SUPPORT

women of color small businesses in San Diego whose mission is to celebrate culture and contribute to the well-being of their community.



IN-KIND SPONSORS

FOOD | BEVERAGE | MATERIALS

Organization name listed on all marketing

Logo placed on event website

Goods photographed during event + tagged on social media



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MONETARY SPONSORS

Cash Donations to Support Event Production

MONETARY DONATIONS

Venue Fees + Insurance

Production & Staff

Materials

Scholarships or free events

12 | MONETARY SPONSORS

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LEVEL ONE

COLOR CRUSADER
\$250-\$1000

LEVEL TWO

PRISM PATRON
UP TO \$2500

LEVEL THREE

WELLNESS WARRIOR
\$5000 & UP

INTERESTED IN LARGER DONATION OR EXCLUSIVE PARTNERSHIP?
LET'S TALK! HELLO@ILLUSTRATEDMELANIN.COM



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COLOR CRUSADER

Sponsorship Level One

\$250-\$1000

Helps pay for vendors such as
photography & music

13 | MONETARY LEVEL ONE

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Mentioned & tagged in all social media posts

Listed in Luma event description

Highlighted in newsletter



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14 | MONETARY LEVEL TWO

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PRISM PATRON

Sponsorship Level Two

UP TO \$2500

In addition to level one, a Prism Patron also helps provide scholarships for up to 15 attendees.



Logo on all marketing materials

Included in social media posts

Company name & description listed in Luma

Highlighted in newsletter

(2) free event tickets [*options to consider below*]

- Attend and experience the event for yourself
- Host a collaborative giveaway via Instagram
- Distribute tickets as you wish



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15 | MONETARY LEVEL THREE

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WELLNESS WARRIOR

Sponsorship Level Three

\$5000 & UP

Allows for this event to be FREE for up to 30 attendees and helps pay for a food and beverage vendor.



Logo on all marketing materials

Dedicated social media post

Company name & description featured in Luma

Highlighted on Illustrated Melanin website & newsletter

(4) free event tickets [*options to consider below*]

- Attend and experience the event for yourself
- Host a collaborative giveaway via Instagram
- Distribute tickets as you wish



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THANK YOU

PLEASE REACH OUT WITH ANY QUESTIONS.

We value your support and hope we are able to partner with you to bring this event to life!

EMAIL

hello@illustratedmelanin.com

WEBSITE

illustratedmelanin.com

SOCIAL

[@illustratedmelanin](https://www.instagram.com/illustratedmelanin)