

A group of diverse people, including men, women, and children, are gathered in a room. They are holding up their own hand-drawn pictures, which appear to be colorful and abstract. The background is slightly blurred, showing other people and what looks like a community event or workshop. The overall atmosphere is positive and collaborative.

ILLUSTRATED MELANIN™ PRESENTS

color & chill

CONNECTING IN WELLNESS THROUGH COLORING

PARTNERSHIP OPPORTUNITIES

EVERYTHING TO EXPECT INSIDE



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ILLUSTRATED MELANIN COMPANY OVERVIEW



JOURNALS

GREETING CARDS

COLORING BOOKS

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.

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.

- ✓ inclusive
- ✓ mindful
- ✓ nostalgic
- ✓ creative
- ✓ relaxing
- ✓ joyful

Mission

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.

events@illustratedmelanin.com



Passion

Highlight, support, & introduce new and existing BIPOC and women owned businesses. Bring the community together for a time of nostalgia, relaxation, music, and refreshments.

EVENT OVERVIEW

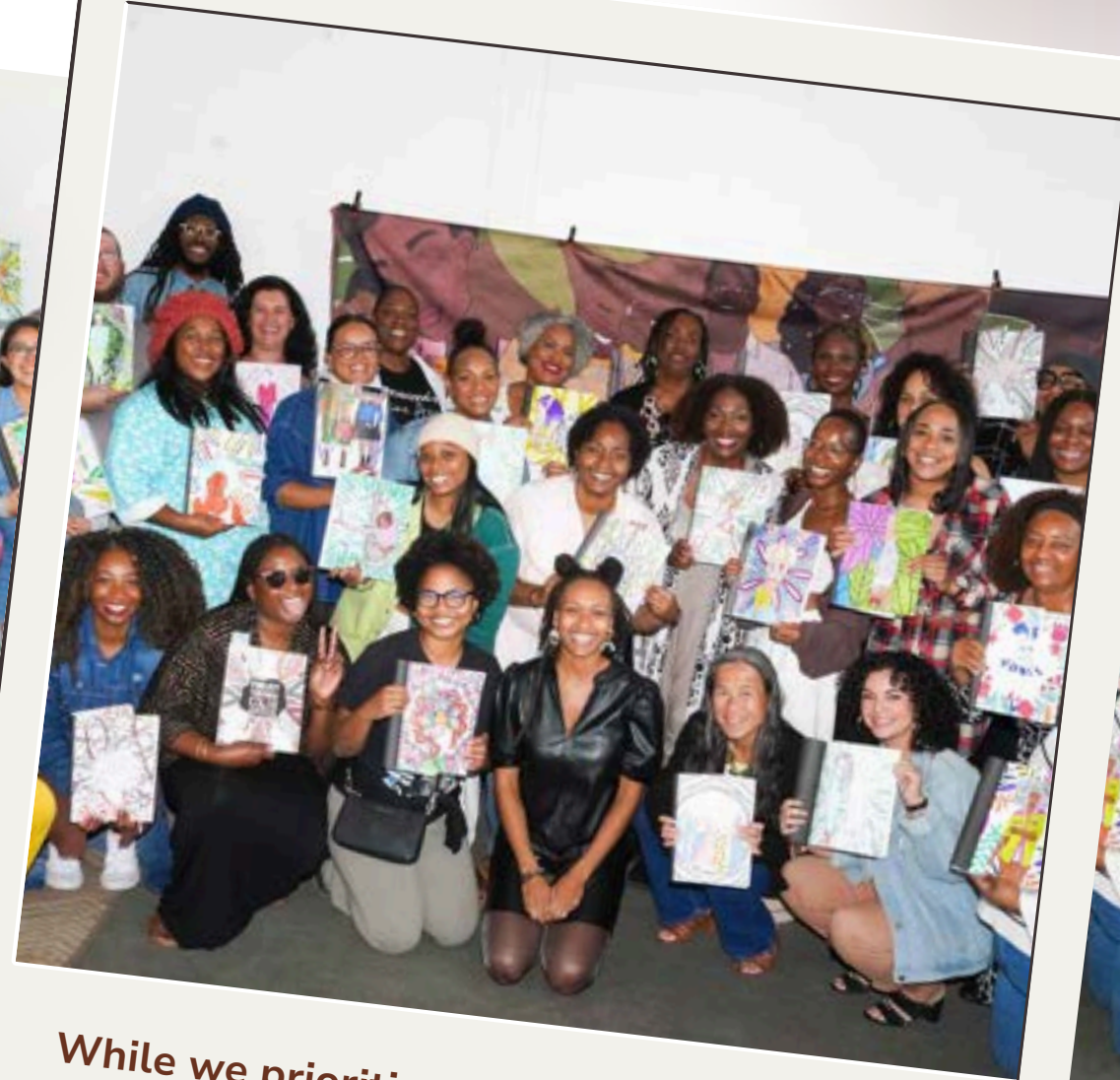
04/11

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color &chill

Our attendees are primarily women of color in their late 20s to 50s. Professionals and leaders in education, healthcare, nonprofits, creative industries, and corporate spaces who prioritize wellness, representation, and intentional living.

They come to Color & Chill® to unwind through creativity, connect with like-minded people, and embrace self-care in a safe, inclusive environment.



While we prioritize creating a safe space for BIPOC folks & those of culturally diverse backgrounds, all adults are welcome!

WHO WE SERVE

events@illustratedmelanin.com

- ✓ primarily women, inclusive of all genders
- ✓ working professionals & entrepreneurs
- ✓ individuals 25–54, with core audience in their 30s
- ✓ based in San Diego and surrounding areas

05/11

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IMPACT SINCE 2024

200+

individuals served

10

events curated since 2024

25+

event scholarships provided

30

small businesses +
sponsors highlighted

180+

coloring books sold

COUNTLESS

feelings of mindfulness,
relaxation, and calm

06/11

WHAT ATTENDEES ARE SAYING

Thank you for providing us a space to play and be in community. In these times, we need community more than ever and rest and creativity is an act of resistance. It was so lovely to see familiar faces and meet new folks. Can't wait for the next one!

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

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.

We all need to play more! And community is more important than ever!



PARTNER WITH US

Fund overall event production, marketing, coloring materials, food and refreshments, & more.

IN-KIND DONATIONS

Be the main squeeze at our events by providing refreshments or swag bags for our attendees.

Interested in larger donation or exclusive partnership?
Let's talk! events@illustratedmelanin.com

TIER ONE

COLOR CRUSADER
\$2500

TIER TWO

PRISM PATRON
\$5000

TIER THREE

WELLNESS WARRIOR
\$10,000

08/11



- ✓ Support the growing demand of accessible, creative programming
- ✓ Align and engage with wellness focused and diverse individuals
- ✓ Provide scholarships for underserved individuals who want to participate but may experience financial hardship.
- ✓ Combat the stigma of mental health by expanding traditional methods of care
- ✓ Positive media coverage and PR opportunities
- ✓ Provide visibility for local & BIPOC owned small businesses, brands, and organizations

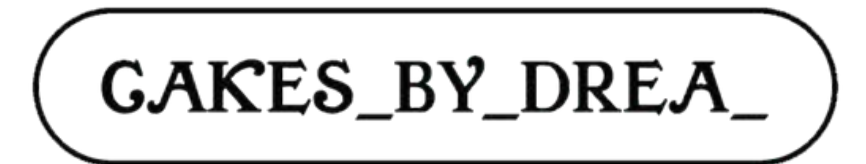
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PARTNERSHIP BENEFITS

- ✓ Company logo on all marketing materials
- ✓ Social media spotlight post
- ✓ Company logo & description listed on Luma event platform
- ✓ Highlighted in Illustrated Melanin™ newsletter
- ✓ (2) complimentary event tickets

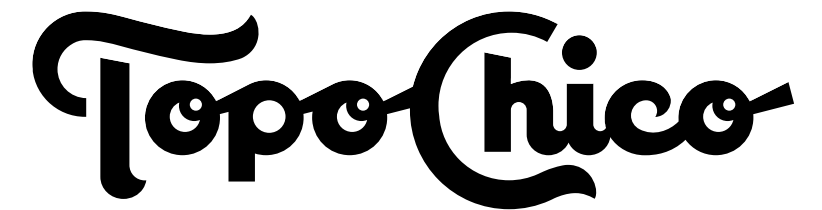
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Movement Matters Collective

GOURMET • VEGAN • LOVE



PAST SPONSORS

**ILLUSTRATED
MELANIN** x **color
&chill**

THANK YOU!

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events@illustratedmelanin.com

WEBSITE

illustratedmelanin.com

SOCIAL

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

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