

**Enchanted Closet, Inc.**

"Physically, mentally, and emotionally outfitting nearly 5000 girls since 2003"

# Sponsorship Proposal

  
The  
Enchanted Closet

PRESENTS

*Enchanting  
Lives*  
10<sup>th</sup>  
*Anniversary*

C E L E B R A T I O N

**DONATION: \$65**

Formal-Black Tie Optional  
R.S.V.P. by  
November 23

**7PM** 7TH OF DECEMBER  
TWO THOUSAND AND THIRTEEN

*Marriott Courtyard*

**130 Clairemont Avenue  
Decatur, Georgia 30030**

SPONSORSHIP AND TICKET INFORMATION AVAILABLE AT  
[WWW.ENCHANTEDCLOSET.ORG](http://WWW.ENCHANTEDCLOSET.ORG)

6309 Roswell Road, N.E. Suite 2F  
Atlanta, GA 30328

Phone: 404-221-3498

Fax: 678-278-12735

Email: [info@enchantedcloset.org](mailto:info@enchantedcloset.org)

Website: [www.enchantedcloset.org](http://www.enchantedcloset.org)

## Enchanted Closet, Inc.

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### What is it?

Enchanting Lives is an elegant 10th Anniversary Celebration that will benefit the Enchanted Closet, Inc. and commemorate our service to nearly 5000 girls since 2003. This formal affair will include awards, live entertainment, reflections of the 10 years of service to metropolitan Atlanta, and extraordinary culinary delights.

### Who will attend?

Slated to be one of the preeminent social events of the year, the affair will attract more than 200 of metropolitan Atlanta's top professionals, business leaders, philanthropists. Girls and families who have benefitted from the service of the organization will also attend.

### When and Where?

Enchanting Lives 10th Anniversary Celebration will be held on Saturday, December 7, 2013, 7:00-10:00 p.m. at the Marriott Courtyard-130 Clairemont Avenue, Decatur, GA 30030.

### Why?

Prior to the formation of the Enchanted Closet in 2003, prom season was a stressful time for many metropolitan Atlanta girls living in low-income families, foster care, and group homes. Families faced very tough decisions as they contemplated what bills they would not pay to afford their daughters the life-time experience of going to prom. The Enchanted Closet, Inc. serves as a valuable resource and has saved families close to \$1,000,000. By providing nearly 5000 girls with formal dresses for prom, homecoming, graduation, and other special occasions, families have been able to direct their limited funds to maintaining their households, paying for healthcare, senior and college application fees.

The Enchanted Closet's GIRL\$ Service-Learning Program has aided the development of and enhanced the self-awareness, self-esteem, and self-sufficiency of more than 400 middle and high school girls at-risk for lower educational attainment, abuse, human trafficking, pregnancy, poor health and other adverse conditions.

Through each Enchanted Closet program, a little magic is brought into the lives of the girls we serve. They see possibilities they never knew and are transformed into "belles of the ball" with increased confidence and self esteem. The impacts are not fully measurable. However, grades have improved, there has been a reduction in high-risk behavior such as sexual activity and drug usage, girls have become more confident and comfortable speaking openly with their parents, they have taken on leadership roles in school, are more focused on a college education, and some have started their own businesses. This reflects the three main goals of the program which are to enhance their self awareness, self esteem, and self sufficiency.

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### About The Enchanted Closet, Inc.

The Enchanted Closet is a 100% volunteer run nonprofit service organization that benefits the girls of metropolitan Atlanta and other cities as far as Macon and Savannah, Georgia. Founded in January 2003, the Enchanted Closet began as a small community service project that collaborated with Macy's department store to provide donated prom dresses to high school girls who could not afford to pay retail prices. The Enchanted Closet's philosophy is that no girl should miss out on the most "enchancing" moments in her life because of her family's economic hardship. This simple idea has made a significant impression on the lives of nearly 5,000 metro Atlanta and Georgia girls who received dresses from the Enchanted Closet, and it has blossomed into the organization providing dresses year-round for homecoming dances, JROTC balls, cotillions, and even milestone celebrations for mothers in residential treatment for substance abuse and victims of domestic violence.

The organization further aids a diverse population of girls through its GIRL\$ Service-Learning Program. The program was designed to help increase the self awareness, self esteem, and self sufficiency of girls. Girls attend monthly sessions which focus on economic and social entrepreneurship, and they engage in community service. Greater focus on these areas will bring a reduction in high-risk behavior that contributes to low academic performance/ school drop out, teen pregnancy, sexual exploitation, abuse, STDs and other things that adversely affect the lives of teens, their families, and the community.

### WHAT WE DO

The mission of the Enchanted Closet is to physically, mentally, and emotionally outfit metropolitan Atlanta high school girls from low-income families through programs that prepare them for social and professional milestones.

#### GIRL\$ Service Learning Program (GIRL\$ Program)

The GIRL\$ Program is a life readiness and skills development program designed to increase the self awareness, self esteem, and self sufficiency of middle and high school girls, ages 12-19, residing in metropolitan Atlanta. The program has been funded by the Ryan Cameron Foundation, DeKalb School Employees Foundation, Inc., Just About Blessing You, Alpha Kappa Alpha-Educational Advancement Foundation, Bank of America, C-Hearts, LLC., Miss Georgia Plus America Pageant, United Way, Wells Fargo and others. Through a myriad of activities, the GIRL\$ Program "outfits" girls of metropolitan Atlanta with the tools for enhanced growth, self sufficiency, and success. GIRL\$ Program participants volunteer in the community on Global Youth Service Day, Martin Luther King Day of Service, National HIV/AIDS Awareness Day, and at Enchanted Closet and other community events.

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### Artists and Entrepreneurs Series

The Artists and Entrepreneurs Series introduces girls to local artists that have leveraged the love of their craft into business ventures. Girls are encouraged and inspired to utilize their talents to gain economic empowerment. Some participants include Rhavynn Drummer, Casting Director for Tyler Perry Studios; Jeron Ward, Grammy-nominated producer for Big Boi of Outkast, Stankonia Studios; Charlton "CP The Artist" Palmer— Visual artist, photographer, Chloe and Halle Bailey, winners of Disney's Next Big Thing, and others.

### Conversations With Young Sisters

After realizing that over 85% of the girls who attend the organization's programs don't have a father in the home, the Enchanted Closet was inspired to provide an opportunity for girls, living in homes with or without fathers, to speak with positive men who help them to focus on gaining greater self-esteem, a more balanced perspective, greater communication and decision making skills. The men provide advice, encouragement, and inspiration. Most recent participants include: Actor-Tony Parker, Artist-Charlton "CP the Artist" Palmer, WAOK Radio Show Host-Derrick Boazman, Entertainment Executives-Torrance Hill and Paris "PK" Kirk, A&R Head of Ludacris's Disturbing Tha Peace Records, two-time NBA Champion and current player for the New York Knicks, Josh Powell, NFL Veteran Takeo Spikes and others.

### GIRL\$ MOVE! Program

Most recently funded by Ed Reed, former Baltimore Raven and current Houston Texan football player, the GIRL\$ MOVE! program was inspired by First Lady Michelle Obama's "Let's Move" initiative to reduce childhood obesity and promote healthy lifestyles. While the primary target of the program is girls ages 12-19, free interactive seminars and activities are offered to engage families in healthy eating/cooking, healthy lifestyles, and increased physical activity. The program was launched in 2011 with Dance choreographer, Jerod Times of M.O.V.E. Artist Development and Jahleeka "Jelly" Morris of BET's Born to Dance Reality Show with Laurieann Gipson. Lilian Abdelmalek, NFL Sports Trainer; Kim Conley, NFL Massage Therapist and Yoga Instructor; and Daniel Wilcox, NFL Retired Veteran and former Baltimore Raven are the most recent program participants.

### Student Ambassador Program

Student Ambassadors begin serving with the Enchanted Closet in the 10th grade. They participate in community service activities, experience teamwork, and develop their communication and leadership skills. Ambassadors attend leadership and etiquette classes, promote Enchanted Closet programs to their peers, volunteer at events, and receive a stipend. Student Ambassadors also advise the boards on issues of importance to teens.

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### Enchanted Closet Boutique

The Enchanted Closet boutique officially opened on June 26, 2010. Located in Sandy Springs, the boutique offers designer dresses perfect for ladies attending dinner and holiday parties at up to 90% off the retail price. Additionally, girls are outfitted throughout the year for prom, homecoming, and other special events. GIRL\$ program participants and select supporters are able to showcase and sell their arts and crafts at the boutique. Proceeds from sales at the Enchanted Closet boutique directly benefit the GIRL\$ Service Learning Program and operational expenses.

### Honors and Awards

2013 Giving is Good Award, Black Celebrity Giving; 2013 Top 10 Nonprofit in Atlanta for Volunteering; 2012 Top Nonprofits Designation, 2011 Designated Certifying Organization for the Presidential Service Awards; 2010 Lighthouse Award for Outstanding Service in the Community; 2009 Seal of Excellence from Local Independent Charities of America; 2008 Georgia State University President's Outstanding Community Partner Award; 2007 Featured Nationally by Turner Broadcasting System, Movie & a Make-over; 2006 Atlanta Falcons Community Quarterback Award

### Media Coverage

Radio and television personality Elle Duncan has been the Enchanted Closet's celebrity spokesperson for several years. She is currently a member of the WXIA-11 Alive News Team.

The Enchanted Closet has received coverage in the following media: The Atlanta Journal-Constitution, Atlanta Interfaith Broadcasters, Atlanta Calendar Live, Atlanta on the Cheap blog, Black Celebrity Giving blog, Brown Girl Next Door blog, Creative Loafing Atlanta, Cascade Patch, Damzel in Distress, Dryer Buzz, East Atlanta Patch, FEG Entertainment-ATL4-SportsVision, Findery.com, Freddy O Blog, Goddess Girl Radio, Good.is, Green Going Forward, Huffington Post, KISS 104.1 Radio, KORE Magazine, Living Education eMagazine, On Common Ground Newspaper, Neighbor Newspapers, Peachtree TV, Sandy Springs Patch, Skirt Magazine, Skylife Media, Stylosophy, Telemundo Atlanta, The 3178 Agency, UPN-TV, Neighbor Newspapers, On Common Ground News, Mundo Hispanico, Atlanta Daybook, Atlanta Magazine, B98.5FM, The National Examiner, The Style House Chronicles, Fashionas Musings, Crunk Magazine, dBusiness News, Community Radar, EcoPono, WAGA-Fox 5, WAOK Radio, WXIA-TV 11, V-103/CBS Radio

## **Sponsorship Opportunities**

### **Diamond Carriage Presenting Sponsor - \$5,000**

Company logo, donor's name and image most prominently displayed on event communication, press releases, website, social media, signage, recognition from podium at the event. Two tables (20 seats). A sponsorship agreement should be returned by November 4 and full payment should be submitted no later than November 15, 2013.

### **Crystal Castle - \$2,500**

Company logo, donor's name and image prominently displayed on event communication, press releases, website, social media, signage, recognition from podium at the event. One table (10 seats). A sponsorship agreement should be returned by November 4 and full payment should be submitted no later than November 15, 2013.

### **Glass Slipper - \$1,000**

Company logo displayed on event communication, press releases, website, social media, signage, recognition from podium at the event. Four (4) seats at a table of ten (10). A sponsorship agreement should be returned by November 4 and full payment should be submitted no later than November 15, 2013.

### **Dream Makers - \$500**

Company logo displayed on event communication, press releases, website, social media, signage. Two (2) seats at a table of ten (10). A sponsorship agreement should be returned by November 4 and full payment should be submitted no later than November 15, 2013.

### **Charming Hearts Host Committee -\$250**

Names displayed on event communication, press releases, website, social media, signage. Two (2) seats at a table of ten (10). Full payment should be submitted no later than November 4, 2013.

### **Magic Wand Gift Bag-Sponsor-\$50**

Gift Bag Sponsor-promotional materials and products will be placed in gift bags received by attendees.

The quantity needed is 200 items.

### **In-kind Sponsorship**

Decorations, Florist, Printing Services, Media Partners

Company or individual name displayed on event communication, press releases, website, social media, signage

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**Sponsor Name as it should appear on materials:**

Contact Person: \_\_\_\_\_

Company Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City/State/Zip : \_\_\_\_\_

Telephone: Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

The company/individual listed above agrees to participate as a sponsor of  
Enchanting Lives 10th Anniversary Celebration to benefit the Enchanted Closet,

Inc. at the following level :

Diamond Carriage-Presenting Sponsor	\$5,000
Crystal Castle	\$2,500
Glass Slipper	\$1,000
Dream Makers	\$500
Charming Hearts-Host Committee	\$250
Magic Wand	\$50
In-kind Sponsors: Decorations, Florist, Media Partners, Printer	No cost

Amount: \_\_\_\_\_

**Please return this form and donation to:**

**Enchanted Closet, Inc., 6309 Roswell Road, N.E. Suite 2F, Atlanta, GA 30328**

Please invoice me/my organization for the amount indicated above.

\_\_\_\_\_  
Authorized Sponsor Representative Signature    Date

Please note: To ensure your listing as a sponsor on the invitation, your agreement form must be returned by **November 4, 2013**. Confirmations received after this date will be listed in communications transmitted electronically , on the website and social media , and displayed at the event.

For additional information contact us at Phone (404)221-3498 or info@enchantedcloset.org.

**We kindly ask that all final payments be made on or before November 15, 2013.**