

GRATITUDE

F O R B L A C K G I R L S

YEAR FOUR

"Our joy is not only our responsibility, it is our right."



ABOUT OUR CREATOR AND FOUNDER:

Tatyerra Mikell is a Chicago-bred, creative with 10 years of experience as a communications and marketing professional in the social impact space, working for small and large social enterprises and non-profit organizations.

As the founder and creator of Gratitude For Black Girls, a multifaceted platform that aims to celebrate Black Women and Girls, Tatyerra's goal is to create safe spaces to nurture positive self-esteem and community amongst. THIS IS FOR US, is one of those spaces.



THE EVENT: THIS IS FOR US

Held in April, in honor of Black Women's History Month, THIS IS FOR US is an immersive, multi-generational experience powered by Black Women for Black Women to celebrate Black Womanhood!

This year's theme is "Honoring Yourself," and we are creating a space of self-reflection for Black Women to take the time to pat themselves and each other on the back. It's 4 hours set aside to say "Yes, I am doing a good job."



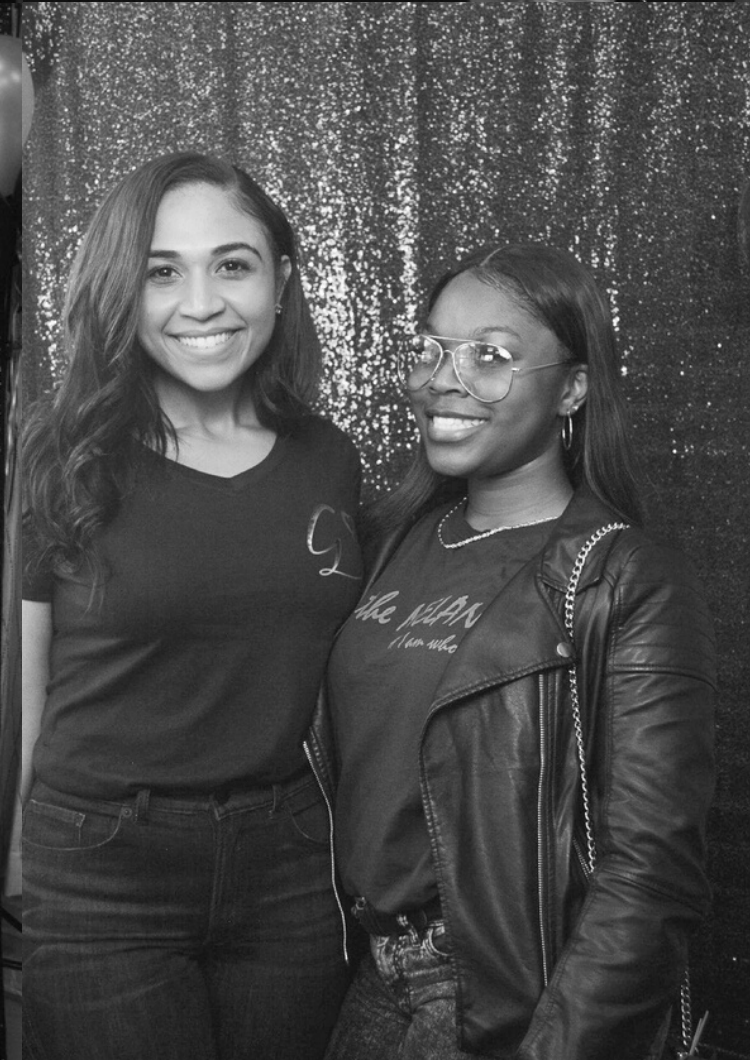
THE GOAL

As our first event in-person since 2019 due to COVID 19, we are aiming for 75-100 guests. The inaugural event sold out in opening week, with over 150 people in attendance and the following two events in 2020 and 2021 saw over 175 women attend virtual events. There has been extreme excitement and interest in us returning in person. We anticipate selling out again.



OUR 2022 EVENT

THIS IS FOR US 2022 is our first event in person since our inaugural event in 2019 and we are excited to create an immersive space where Black women can let their hair down, laugh, dance, connect and feel celebrated. This event will include an open bar, delicious catered food, a talented DJ, performances, a grant presentation and black women-owned businesses.



OUR AUDIENCE

MULTIGENERATIONAL AUDIENCE

MULTIGENERATIONAL EVENT

Black Women

21-50 years of age

Midwest Region (in-person)

Nationwide (virtually)

SPONSORSHIP LEVELS



CLASSY Curlics

Gratitude
BLACK GIRLS
A Beautiful
PHOTOGRAPH

Gratitude
BLACK GIRLS



Presenting Partner - \$2,500

- Recognition as sponsor opening remarks
- Opportunity for two-minute remarks (in-person or video)
- Four static social media posts
- Logo placement on all promotional material
- Logo placement on the recap video
- 3 Complimentary tickets



Grant sponsor - \$500

- Donation to our Gratitude Grant scholarship that supports a Black woman's small business or passion project.
- 2 Complimentary tickets
- Name/Logo on check
- Recognition on website

Vendor sponsor - \$250

- Four static social media posts
- Logo placement on recap video
- 2 Complimentary tickets
- Logo placement at each vendor booth
- Vendor table



Advertiser - \$100

- Two static social media posts
- 2 Complimentary tickets

Gift page sponsor- 100 of a product

- Four static social media posts
- Logo placement on all promotional material
- Logo placement on the recap video
- 2 Complimentary tickets

Raffle sponsor - \$50 value minimum

- Two static social media posts
- 2 Complimentary tickets

Ticket sponsor - \$50

- Donate a ticket to give away to a Black Woman

Gratitude 4 Black Girls: A Safe Space on a Saturday

This past Saturday, Black Bloggers Chicago was thrilled to be a media sponsor for the Gratitude 4 Black Girls event. Gratitude is a pop-up shop and art show curated to celebrate the talent, beauty, and influence of Black girls and women. The event was the inaugural event of boutique creative agency, Pretty Creative Hustle, as a part of their commitment to women of color and their growth and success.

The event held at Thirty65, showcased local black women owned businesses. I attended the event with fellow Black Bloggers Chicago members and my daughter. Every vendor and every artist were Black Women Owned Businesses. The jam packed event held a variety of vendors with quality products and services catering to Black Women. I met so many black women entrepreneurs and artists that were located right here in Chicago that I had never heard of. I was thrilled to grab jewelry from Beautiful Fluff, hair and skin products from Classy Curlies and even enjoy some amazing food by black owned caterers and desert vendors. I literally had a Jerk Chicken and Shrimp Alfredo that made me want to do cartwheels!!! It was so good!

To be in a room with so many beautiful black women, networking, connecting and supporting one another was such a beautiful display. There was an abundance of #BlackGirlMagic in the building! I was so happy I brought my teenage daughter to this event. Seeing positive images of black women who are building businesses, creating art and celebrating one another was incredibly impactful. My daughter left inspired and armed with a few new items to add to her wardrobe!

WANT TO PARTNER?
Let's talk about it.

Tatyerra Mikell

Creator & Founder

Tatyerra@Gratitude4BlackGirls.com

773-600-6055



Gratitude4BlackGirls.com
@Gratitude4BlackGirls