



CHRISTELSIE JOHNSON, CEO  
along with a few participants of the Annual Beating Cancer Beautifully event

# Intentionally PRETTY

put real effort toward treating yourself

## 2024 SPONSORSHIP PACKAGE

## ABOUT INTENTIONALLY P.R.E.T.T.Y.

The mission of Intentionally P.R.E.T.T.Y. is to help individuals in underserved areas achieve mental, physical, and economic wellness.

# Initiatives

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## PHYSICAL WELLNESS

### BEATING CANCER BEAUTIFULLY

This program helps individuals going through a cancer journey. We provide financial support, care packages, clean beauty education, and resources for counseling. In addition we provide days of beauty in which participants get a chance to feel like themselves again through beauty workshops and pampering that focuses on using non-toxic beauty products.

### INTENTIONALLY PRETTY RETREAT

This retreat focuses on the total empowerment of women from the inside out. Participants will walk away better spiritually, mentally, emotionally, and physically. This will be an intensive weekend retreat for women serious about becoming their best selves and reaching their goals. The retreat will feature workshops on developing a positive self-attitude, manifesting, fitness, health, and beauty.

### CANCER DOCUMENTARY

This documentary began with the cancer journey of our CEO, Christelsie Johnson. It will now include the stories of African American women effected by cancer. African American women are dying from cancer at nearly a 40% higher rate than white women. This documentary will be used as an educational tool to help in the fight for cancer prevention and health care equality.

## MENTAL WELLNESS

### CLIENT ASSISTANT PROGRAM (CAP)

Client Assistant Program (CAP) – Intentionally PRETTY Inc. has partnered with Renewed Journey Counseling Services, LLC to offer confidential professional assessment and referral assistance for clients and their families to receive mental health services. This supports those that are underinsured, without insurance, or can't afford their copay. Examples for which you may receive support from CAP include:

- Depression, anxiety, and other mood disorders
- Relationship or family problems, including divorce and abuse
- Job-related stress and anxiety

## ECONOMIC WELLNESS

### ALTERNATIVE CAREERS EDUCATION (ACE)

This program offers workshops and scholarships for individuals needing workforce training. Intentionally PRETTY offers workshops for careers in the entertainment industry. We support training for programs in alternative careers not offered by IP, by providing scholarships to help the underserved in their efforts to achieve economic wellness.

### FEARLESS, FOCUSED, & FIERCE FOR THE NEW YEAR

Fearless, Focused and Fierce in partnership with Connected Sphere is an empowerment meeting of likeminded women to prepare for the new year. The participants will participate in a day of sharing and planning their visions for the new year.



# BRUNCH IN BLUSH



**Brunch in Blush** is a day of fun and celebration that supports our program initiatives. Each year, guests adorn in a sea of classy and chic shades of pink! The event is hosted by tv personality and actress, **Rashan Ali**. Along with live entertainment, a private VIP reception and leaders in the community will be honored for their outstanding service with our Intentional Service award. Past award recipients include Dr. Jamal H. Bryant, Rob Hardy, Dr. Candace White-Jackson, Dr. Jackie Walters, Arian Simone and Jason Carter.

This event is educational, motivational, and always day to remember. Monies raised from this event will fund our programs for one fiscal year. We are asking for your support in this effort. All surplus from sponsorship of this event will go toward funding our programs to aid the underserved in our community.

## PAST INTENTIONAL SERVICE AWARD HONOREES



Dr. Jamal H. Bryant



Rob Hardy



Dr. Candace  
White-Jackson



Dr. Jackie Walters



Arian Simone



Jason Carter



Tracy Nicole



Yolanda Hollis-Magee



Deborah Jennings

## SPONSORSHIP OPPORTUNITY

We recognize that this work cannot be done alone. That is why we are looking to partner with organizations like yours. This will help us achieve our fundraising goals and to continue making a difference in the lives of the underserved in our communities. Additionally, your support shows the community that you care and are committed to helping to better the lives of the less privileged.

With your help we are able to provide care packages and wigs for newly diagnosed cancer patients, assist with medical expenses, food and household expenses. In addition, your sponsorship dollars allow us to educate women about clean/non-toxic beauty products, cancer prevention and provide pampering and beauty workshops for those affected by cancer and their caretakers.

We are able to provide mental health services to the underserved by offsetting the cost for their counseling services through our partnership with Renewed Journey Counseling LLC. Your dollars help us to provide career training to individuals in need of economic stability. ***Your support truly makes a difference.***



# CHRISTELSIE JOHNSON

Professional makeup artist and entrepreneur, Christelsie Johnson has rapidly made a name for herself in the world of television and film. During her 15-year tenure in the beauty industry she has amassed an impressive portfolio. She has worked with numerous celebrities, television networks, magazines, and NBA cheerleading teams. As a makeup artist, Christelsie has over twenty television and film credits, partnerships with numerous companies and has provided trainings for beauty professionals around the country. Christelsie's work has been featured on CBS, The CW, BET, TV One, Up TV, Oxygen, Apple TV, Bounce, Centric and Essence magazine, to name a few.

As the owner of My T.R.U.E. Beauty L.L.C., Christelsie believes that true beauty can only be achieved when the inside is just as beautiful as the outside. My T.R.U.E. Beauty LLC, serves to Transform, Restore, Unify, and Elevate. Christelsie's extensive background in makeup artistry, the arts, and arts in therapy has allowed her to develop a formula for total beauty that yields winning results. She believes that individuals with high self-esteem make better choices and in turn, embrace their inner beauty.

Christelsie has worked with individuals from all walks of life however her compassion for women impacted by cancer is near and dear to her. This led her to create the Beating Cancer Beautifully program. Surprisingly, Christelsie was diagnosed with breast cancer at the height of the covid pandemic in 2020. This prompted her to move forward with the creation of her non-profit, Intentionally PRETTY Inc. Through her non-profit she provides resources for the underserved in our communities through health, economic, and wellness services.

Christelsie received her Bachelor of Science degree in Theater Education and Performance from Florida A&M University. She received her Esthetician license from The Florida College of Natural Health. She is also a proud member of Alpha Kappa Alpha, Sorority, Inc.





# WE ARE MAKING A DIFFERENCE

## testimonials

"I want to thank you for the amazing class yesterday. It was full of great information and more!!!! The talent that you had on the panel was outstanding with the information that they shared with us. I have called several of my friends that are hairstylist and told them to hurry up and take this class before Christelsie comes out of her coma, because that class should have been at least \$100,000,000. The information, talent, hands on and more. Thanks again. I really appreciated everything!

- LAGUANA "L.A." ALBARRACIN

Amazing event. So grateful for the opportunity to partake with such an amazing group of people. Can't wait to post my pictures. Thanks again for hosting this event. It was a God send. - LIV



"I would like to thank you for taking the time out of your busy days to share your expertise with a group of ambitious leaders. Your passion filled room left an amazing imprint on my heart. The class was very well organized and I left with boldness, competency, and clarity regarding prior set experiences."

- TAMMI TERRELL



# WE ARE MAKING A DIFFERENCE

## testimonials

"Just reaching out to say THANK YOU once again for being so passionate about the industry and pouring into my life! I really appreciated the opportunity! The panel was so on point with all my questions I had prior to attending, I left the class FULL of knowledge, inspired and ready to start this new chapter of my life. The investment was well worth it! I will be relocating to GA this summer (2018) and I plan to hit the streets networking! Meanwhile, I will be looking for local projects to collaborate with to start gaining experience and accumulating hours. I've asked the simple question to others in the industry for so long on "How do I get started" and had not been given the exact answer until your class, so for that I am grateful! I feel like I'm finally ready to go get it! THANK YOU AGAIN!"

- SHEREESE CROMARTIE

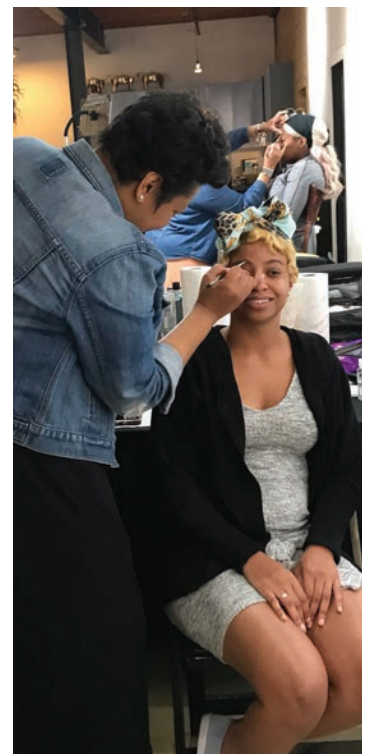


Hello Christelsie,

"My name is Marie and I attended your class on Sunday and I wanted to express my thoughts on how well you executed this class. Thank you for putting together such a well organized class. I believed no one left with unanswered questions, doubts or fears. It was exciting and interesting learning about the ins and outs of the film industry. The panel you put together fit like a glove. I enjoyed how everyone played a different role and gave us a bird's eye view of what they expected from us as hairstylist. I was beyond amazed with the turnout of this class...thank you so much. You're forever part of my growth in this industry and one day I hope I can work alongside of you Christelsie. Thank you once again and best wishes to you and your journey in this industry.

With great love and appreciation."

- MARIE FORTUNE



# *sponsorship levels* All Program Initiatives

The following Sponsorship levels will provide support for all Intentionally PRETTY Initiatives for the calendar year. Initiatives include:

## Physical Wellness Initiatives

Beating Cancer Beautifully, Intentionally PRETTY Retreat, Cancer Documentary

## Mental Wellness Initiative

Client Assistant Program (CAP)

## Economic Wellness Initiatives

Alternative Careers Education (ACE), Fearless, Focused, & Fierce for the New Year

*Please note: all financial commitments are due within 30 days of sponsorship confirmation.*



## EXQUISTE PRESENTING SPONSOR | \$50,000

### Experience and Entertainment Benefits:

- Enjoy a private VIP Pre-Reception during Brunch in Blush for up to 8 guests
- Special Reserved seating for 8 guests at Brunch in Blush
- Opportunity for representative to present Welcome remarks during Brunch in Blush
- Opportunity for company/organization to present a :30 video presentation during Brunch in Blush
- Special recognition during Brunch in Blush event as the Presenting Sponsor

### Marketing and Recognition Benefits:

- Your Company/Organization logo will be incorporated into the event(s) logo as the Presenting Sponsor for all collateral materials (print and digital)
- Announcement of your company/organization as the Presenting Sponsor in all media collateral, including press releases, social media, videos, interviews, scheduled television appearance, and e-newsletters
- Presenting Sponsor acknowledgement of logo on the Intentionally PRETTY website
- Presenting Sponsor acknowledgement on programming event signage
- Company/Organization logo included on Beating Cancer Beautifully event gift
- Company/Organization branded swag included in gifting bags/boxes

## MAGNIFICANT LEADING SPONSOR | \$25,000

### Experience and Entertainment Benefits:

- Enjoy a private VIP Pre-Reception during Brunch in Blush for up to 6 guests
- Special Reserved seating for 6 guests at Brunch in Blush
- Opportunity for representative to present remarks during Brunch in Blush
- Special recognition during Brunch in Blush event as the Leading Sponsor

### Marketing and Recognition Benefits:

- Your Company/Organization logo will be included as the Leading Sponsor for all collateral materials (print and digital)
- Announcement of your company/organization as the Leading Sponsor in all media collateral, including press releases, social media, videos, interviews, scheduled television appearance, and e-newsletters
- Leading Sponsor acknowledgement of logo on the Intentionally PRETTY website
- Leading Sponsor acknowledgement on programming event signage
- Company/Organization branded swag included in gifting bags/boxes

## FABULOUS GIVING SPONSOR | \$15,000

### Experience and Entertainment Benefits:

- Enjoy a private VIP Pre-Reception for up to 4 guests at Brunch in Blush
- Special Reserved seating for 4 guests at Brunch in Blush
- Special recognition during Brunch in Blush event as a Sponsor

### Marketing and Recognition Benefits:

- Your Company/Organization logo will be included on all collateral materials (print and digital)
- Announcement of your company/organization as a Sponsor in all media collateral, including press releases, social media, videos, interviews, scheduled television appearance, and e-newsletters
- Sponsor acknowledgement of logo and name on the Intentionally PRETTY website
- Sponsor acknowledgement on programming event signage
- Company/Organization branded swag included in gifting bags/boxes



## **GORGEOUS GIVING** SPONSOR | **\$10,000**

### Experience and Entertainment Benefits:

- Enjoy a private VIP Pre-Reception for up to 2 guests at Brunch in Blush
- Special Reserved seating for 2 guests at Brunch in Blush
- Special recognition during Brunch in Blush event as a Sponsor

### Marketing and Recognition Benefits:

- Your Company/Organization logo will be included on all collateral materials (print and digital)
- Announcement of your company/organization as a Sponsor in all media collateral, including press releases, social media, videos, interviews, scheduled television appearance, and e-newsletters
- Sponsor acknowledgement of logo and name on the Intentionally PRETTY website
- Sponsor acknowledgement on programming event signage
- Company/Organization branded swag included in gifting bags/boxes

## **BEAUTIFUL GIVING** SPONSOR | **\$5,000**

### Marketing and Recognition Benefits:

- Your Company/Organization logo will be included on all collateral materials (print and digital)
- Announcement of your company/organization as a Sponsor in media collateral: social media, videos, and e-newsletters
- Sponsor acknowledgement of logo and name on the Intentionally PRETTY website
- Company/Organization branded swag included in gifting bags/boxes

## **IN-KIND** SPONSOR

In-kind donations are welcome and appreciated. Donation value will be reviewed on an individual basis to determine corresponding level of recognition.

# *sponsorship levels* Individual Program Initiatives

The following Sponsorship levels will provide support for one of the following Intentionally PRETTY Initiatives. Initiatives include:

## Physical Wellness Initiatives

Beating Cancer Beautifully, Intentionally PRETTY Retreat, Cancer Documentary

## Mental Wellness Initiative

Client Assistant Program (CAP)

## Economic Wellness Initiatives

Alternative Careers Education (ACE), Fearless, Focused, & Fierce for the New Year

*\*Please be sure to indicate which Initiative your Company/Organization would like to support on the Confirmation form.*

*Additionally, please note: all financial commitments are due within 30 days of sponsorship confirmation.*



## **GORGEOUS GIVING** SPONSOR | **\$10,000**

### Marketing and Recognition Benefits:

- Your Company/Organization logo will be included on all collateral materials (print and digital)
- Announcement of your company/organization as a Sponsor in all media collateral, including press releases, social media, videos, interviews, scheduled television appearance, and e-newsletters
- Sponsor acknowledgement of logo on the Intentionally PRETTY website
- Sponsor acknowledgement on programming event signage
- Company/Organization branded swag included in gifting bags/boxes

## **STUNNING GIVING** SPONSOR | **\$7,500**

### Marketing and Recognition Benefits:

- Your Company/Organization logo will be included on all collateral materials (print and digital)
- Announcement of your company/organization as a Sponsor in media collateral: social media, videos, and e-newsletters
- Sponsor acknowledgement of logo on the Intentionally PRETTY website
- Sponsor acknowledgement on programming event signage
- Company/Organization branded swag included in gifting bags/boxes

## **BEAUTIFUL GIVING** SPONSOR | **\$5,000**

### Marketing and Recognition Benefits:

- Your Company/Organization logo will be included on all collateral materials (print and digital)
- Announcement of your company/organization as a Sponsor in media collateral: social media, videos, and e-newsletters
- Sponsor acknowledgement of logo on the Intentionally PRETTY website
- Company/Organization branded swag included in gifting bags/boxes

## **PRETTY GIVING** SPONSOR | **\$2,500**

### Marketing and Recognition Benefits:

- Announcement of your company/organization as a Sponsor on social media promotion
- Sponsor acknowledgement of logo on the Intentionally PRETTY website

## **GIFT BAG/BOX** SPONSOR | **\$1,000**

### Marketing and Recognition Benefits:

- Company/Organization branded product included in gifting bags/boxes

## **IN-KIND** SPONSOR

In-kind donations are welcome and appreciated. Donation value will be reviewed on an individual basis to determine corresponding level of recognition.

# *sponsorship levels* Brunch in Blush

**Sunday, September 29, 2024  
12:00pm - 4:00pm**

The following Sponsorship levels will provide support for the  
Intentionally PRETTY Brunch in Blush.

A day of fun and celebration that features live entertainment,  
a private VIP reception, while honoring leaders in the community  
for their outstanding service with our International Service award.

*Please note: all financial commitments are due within 30 days of sponsorship confirmation.*



## **FABULOUS BRUNCH IN BLUSH SPONSOR | \$15,000**

### Experience and Entertainment Benefits:

- Enjoy a private VIP Pre-Reception during Brunch in Blush for up to 10 guests
- Special Reserved seating for 10 guests at Brunch in Blush
- Opportunity for representative to present remarks during Brunch in Blush
- Special recognition during Brunch in Blush as a Sponsor

### Marketing and Recognition Benefits:

- Your Company/Organization logo will be included on all collateral materials (print and digital)
- Announcement of your company/organization as a Sponsor in all media collateral, including press releases, social media, videos, interviews, scheduled television appearance, and e-newsletters
- Sponsor acknowledgement of logo on the Intentionally PRETTY website
- Sponsor acknowledgement on event signage
- Company/Organization branded swag included in gifting bags/boxes

## **GORGEOUS BRUNCH IN BLUSH SPONSOR | \$10,000**

### Experience and Entertainment Benefits:

- Enjoy a private VIP Pre-Reception during Brunch in Blush for up to 8 guests
- Special Reserved seating for 8 guests at Brunch in Blush
- Special recognition during Brunch in Blush as a Sponsor

### Marketing and Recognition Benefits:

- Your Company/Organization logo will be included on all collateral materials (print and digital)
- Announcement of your company/organization as a Sponsor in all media collateral, including press releases, social media, videos, interviews, scheduled television appearance, and e-newsletters
- Sponsor acknowledgement of logo on the Intentionally PRETTY website
- Sponsor acknowledgement on event signage
- Company/Organization branded swag included in gifting bags/boxes

## **STUNNING BRUNCH IN BLUSH SPONSOR | \$7,500**

### Experience and Entertainment Benefits:

- Enjoy a private VIP Pre-Reception during Brunch in Blush for up to 6 guests
- Special Reserved seating for 6 guests at Brunch in Blush
- Special recognition during Brunch in Blush as a Sponsor

### Marketing and Recognition Benefits:

- Your Company/Organization logo will be included on all collateral materials (print and digital)
- Announcement of your company/organization as a Sponsor in all media collateral, including press releases, social media, videos, interviews, scheduled television appearance, and e-newsletters
- Sponsor acknowledgement of logo on the Intentionally PRETTY website
- Sponsor acknowledgement on event signage
- Company/Organization branded swag included in gifting bags/boxes

## BEAUTIFUL BRUNCH IN BLUSH SPONSOR | \$5,000

### Experience and Entertainment Benefits:

- Enjoy a private VIP Pre-Reception during Brunch in Blush for up to 4 guests
- Special Reserved seating for 4 guests at Brunch in Blush
- Recognition during Brunch in Blush as a Sponsor

### Marketing and Recognition Benefits:

- Your Company/Organization logo will be included on all collateral materials (print and digital)
- Announcement of your company/organization as a Sponsor in media collateral: social media, videos, and e-newsletters
- Sponsor acknowledgement of logo on the Intentionally PRETTY website
- Company/Organization branded swag included in gifting bags/boxes

## PRETTY BRUNCH IN BLUSH SPONSOR | \$2,500

### Experience and Entertainment Benefits:

- Enjoy a private VIP Pre-Reception during Brunch in Blush for up to 2 guests
- Special Reserved seating for 2 guests at Brunch in Blush
- Recognition during Brunch in Blush as a Sponsor

### Marketing and Recognition Benefits:

- Recognition of your company/organization as a Sponsor on social media promotion
- Sponsor acknowledgement of logo on the Intentionally PRETTY website

## BRUNCH IN BLUSH GIFT BAG/BOX SPONSOR | \$1,000

### Experience and Entertainment Benefits:

- Enjoy a private VIP Pre-Reception during Brunch in Blush for up to 2 guests
- Special Reserved seating for 2 guests at Brunch in Blush

### Marketing and Recognition Benefits:

- Your Company/Organization's product included in gifting bags/boxes

## IN-KIND SPONSOR

In-kind donations are welcome and appreciated. Donation value will be reviewed on an individual basis to determine corresponding level of recognition.



# CONFIRMATION FORM

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☐ **YES**, WE WOULD LOVE TO PARTICIPANT AS A SPONSOR FOR ALL PROGRAM INITIATIVES

*Please select one:*

☐ **EXQUISTE PRESENTING** | \$50,000

☐ **GORGEOUS GIVING** | \$10,000

☐ **MAGNIFICANT LEADING** | \$25,000

☐ **BEAUTIFUL GIVING** | \$5,000

☐ **FABULOUS GIVING** | \$15,000

☐ **IN-KIND** | \_\_\_\_\_

☐ **YES**, WE WOULD LOVE TO PARTICIPANT AS A SPONSOR FOR AN INDIVIDUAL PROGRAM INITIATIVE

*Please select one:*

☐ **GORGEOUS GIVING** | \$10,000

☐ **PRETTY GIVING** | \$2,500

☐ **STUNNING GIVING** | \$7,500

☐ **GIFT BAG/BOX** | \$1,000

☐ **BEAUTIFUL GIVING** | \$5,000

☐ **IN-KIND** | \_\_\_\_\_

*Please select which Program Initiative you would like to suport:*

\_\_\_ Physical Wellness Initiatives \_\_\_ Mental Wellness Initiatives \_\_\_ Economic Wellness Initiatives

☐ **YES**, WE WOULD LOVE TO PARTICIPANT AS A SPONSOR FOR BRUNCH IN BLUSH

*Please select one:*

☐ **FABULOUS BRUNCH IN BLUSH** | \$15,000

☐ **PRETTY BRUNCH IN BLUSH** | \$2,500

☐ **GORGEOUS BRUNCH IN BLUSH** | \$10,000

☐ **GIFT BAG/BOX** | \$1,000

☐ **STUNNING BRUNCH IN BLUSH** | \$7,500

☐ **IN-KIND** | \_\_\_\_\_

☐ **BEAUTIFUL BRUNCH IN BLUSH** | \$5,000

COMPANY/ORGANIZATION NAME: \_\_\_\_\_

REPRESENTATIVE'S NAME: \_\_\_\_\_

MAILING ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

TELEPHONE: \_\_\_\_\_ EMAIL: \_\_\_\_\_

AUTHORIZED SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_/\_\_\_\_/\_\_\_\_

*All financial commitments are due within 30 days of sponsorship confirmation.*

## MAILING ADDRESS:

Please make checks payable to **Intentionally PRETTY Inc.**

MAIL TO: Attn: Intentionally PRETTY Inc.  
1351 Shackleford Dr. SE, Atlanta, GA 30316

## ELECTRONIC DONATIONS:

**PayPal** - intentionallypretty@gmail.com

**CashApp** - \$intentionallypretty

**Venmo** - IntentionallyPrettyInc