

FORTY THREE NORTH
CREATIVE STUDIO

SHESHOTIT Sponsorship Proposal

Dates

March 2023

Prepared for
43North77West.com

Creator

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43North77West.com/
sheshotit





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43North77West

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FORTY THREE NORTH CREATIVE STUDIO

About 43North77West



Creativity within a neighborhood can help to bring people together and foster a sense of community spirit.

43North77West Creative Studio is a boutique photography studio specializing in event and branding photography services.

We offer a wide range of photography services including but not limited to: weddings, engagement sessions, family portraits, newborn sessions, corporate events, headshots, and product photography.

We pride ourselves on providing a unique and custom experience for each and every client.

Our studio offers classes and workshops for all levels of photographers, from beginner to advanced. We also offer private lessons and mentorship programs.

43North77West is also working to create opportunities for youth to get involved in photography, through internships and apprenticeships.

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SHESHOTIT Background



The mission of this program is to provide inner city girls with the opportunity to learn about photography and to express their creativity through the medium of photography.

We hope to inspire and motivate participants to pursue their photography goals, and to provide a supportive and creative community for them to do so.

I hope that this photography workshop will help to change the way that the community views its young women who want to be creatively seen just as male counterparts and not just subjects for men.

I want people young women to see that they have value and they have something to offer.

I have been working in photography marketing and graphic design for over 10 years. I have had the pleasure of working with some very inspiring people and companies. I have been fortunate enough to work with Picture Studios in Greensboro, NC on a number of occasions and they have always been a pleasure to work with. I have also had the honor of working with the creator of Winston-Salem Fashion Week, Nikita Wallace on several occasions.

SHESHOTIT is in its infancy on the road to a non-profit photography program geared towards inner city girls. Our monthly course will focus on the basics of photography with a focus on creativity, inspiration and motivation. Our goal is to provide our participants with the skills and confidence they need to pursue their photography goals, whether it be personal or professional.



ATTENDEE PROFILE

Sheshotit Workshop is a program for young ladies in urban communities. About 95% of 13-17 year-olds have their own mobile device. A study conducted in 2021 by the Prince's Trust and the Education Policy Institute has found that girls have much lower self-esteem in their teenage years and this can be partially attributed to social media.

The SHEShotIT Workshop is a way for teens to tap into their social and emotional awareness and enrichment through the guise of photography. There will be an intake, pre and post survey for the students and the parents to measure the results from this workshop. Inside the workbook each student will receive, we will walk through instructional followed by a lab activity. The closing event will include a wrap up final test, and a selfie event that includes a powershoot with me.

Currently I have two teen girls who are experiencing bouts of body dysmorphia, bullying, self esteem and self confidence issues and a major one that many young ladies from urban backgrounds experience: over-sexualization. After being a part of the SHESHOTIT Workshop these young ladies will be able to use the functions of their mobile devices more effectively and creatively, but more importantly show us and the community around them the way they see it. Which I think may be a little unconventional but it's important to see what's in their world to examine how they really feel and what they are really going through.



Your Representation

SHESHOTIT Workshop powered by 43North77West is proposing a partnership with your company in order to put on a series of workshops for young black girls ages 13-17. These workshops would focus on black women in the media and digital photography, and would teach basic photography skills using smart phones.

We believe that it is important for young black women to see themselves represented positively in the media, and to have the skills necessary to create their own media. If self image is how we see ourselves – how you look, behave and how you want others to see you and self esteem is how you value yourself and the kind of person you want to be and how you make others feel, then this workshop speaks parents and teens alike who are learning when and how to apply safe boundaries.

The workshops would be 5 hours long, or could be held once a week for 6 week workshops pending proper funding and space. They would include activities, discussion, and execution of photography projects and a gallery showing for the 6 week workshops. The young women would learn about the history of black women in the media, and how to create positive representations of themselves and their community. They would also learn basic photography skills, and how to use those skills to create the media that they want to see with

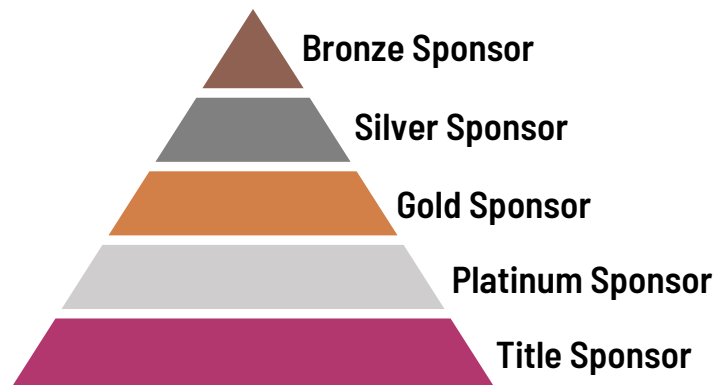


the digital camera in their hand, the smart phone.

We believe that this workshop will be beneficial for the participants in terms of providing them with skills and knowledge that can help them in their future endeavors. In addition, we believe that this workshop will also help promote a positive representation of black women in the media.

We are seeking your support in terms of funding for this programming. We would be grateful if you could provide us with the necessary resources to make this workshop a success. We look forward to your support and we thank you in advance for your consideration.

SPONSORSHIP LEVELS



Please review the following 5 levels of sponsorship and consider how much you are able to pledge. We ask that no matter the sponsorship level you send promo materials for 30 participants. A package with a Selfie Station component will include:

- the purchase of a backdrop for main event
- business name listed and linked on website for one year

\$75+

- Monotone company logo on workbook.
- Recap report sent digitally

Bronze Sponsor

\$125+

- Company will be recognized at the program's opening and closing events.
- Monotone company logo on workbook & shirts.
- Full Color logo on step and repeat

Silver Sponsor

\$250+

Gold Sponsor

- Company will be featured on the program's website with a link to your company's website.
- Company will be recognized at the program's opening and closing events.
- Sponsorship of Selfie Station at SHESHOITIT Workshop.
- Full Color logo on step and repeat

\$500+

Platinum Sponsor

- Company will be featured on all marketing and promotional materials for the program.
- Company will be featured on the program's website with a link to your company's website
- Company will be recognized at the program's opening and closing events.
- Sponsorship of Selfie Station at SHESHOITIT Workshop.
- Full Color logo on step and repeat

\$1,000+

Title Sponsor

- Company name and logo will be featured as the title sponsor of the SHESHOTIT Workshop.
- Company will be featured on all marketing and promotional materials for the program.
- Company will be featured on the program's website with a link to your company's MAIN PAGE OF WEBSITE
- Company will be recognized at the program's opening and closing events.
- Sponsorship of Selfie Station at SHESHOITIT Workshop.
- Full Color logo on step and repeat

Your contribution to SHESHOTIT Workshop will help us provide a comprehensive course for teen students with a technical and creative and educational workbook focusing on self-esteem accompanying it.

I plan to run this event quarterly but is expected to be taught as 12-weekly course by Fall of 2023. By contributing, you will help us cover the costs of the event, advertising, and media coverage to build momentum .

In return, your business will receive increased brand exposure through the event itself, event advertising, and strategic media coverage.

IMPORTANT

DEADLINES

February 28, 2023

- Event Space | Hardpress Studio, 1325 S.Eugene St, Greensboro, NC Due
- Press Release sent

March 2023

- SHESHOTIT WORKSHOP - Hickory Trails Boys&Girls Club
- SHESHOTIT WORKSHOP - Windsor Recreational Center

April 7, 2023

- Merchandise orders from vendors due
- Workbooks, shirts, pens and Bags ordered
- Final submissions due April 3rd, 2023

Sunday, May 7, 2023

- 9am | Arrive at Hardpress Studio
- 10:15am | Set up Stations
- 11:45am | Guest Arrive
- 12pm | Workshop (part 1)
- 2pm | Lunch
- 3pm | Workshop (part 2)
- 4pm | Selfie Station / Power-shoot
- 5pm | Close and depart

SHESHOTIT BUDGET

INITIAL EVENT

REPRESENTS COST
FOR CLASS OF 25
STUDENTS | 1 DAY

Item	Projected cost	Actual cost
Site:		
Event Space \$100/hr 6-8 hours	\$800.00	\$800.00
Site Staff 3 speakers/staff	\$600.00	
Workbooks 30 workbooks, 1 - instructor manual	\$700.00	
Registration Packets 45 - NO ONLINE	\$100.00	
Equipment:		
EMART Stand Backdrop Stand for Selfie Station	\$150.00	
Flash Set 2 GODOX - VIs	\$650.00	
3 sets - GMV RBG light sets (9 total)	\$700.00	
4 - 8x8 Backdrops + 1 stand	\$650.00	
Step & Repeat Sheshotit & 43North77West	\$500.00	
Catering/Food:		
Food Truck + healthy food options Desert Truck?	\$500.00	

Item	Projected cost	Actual cost
Merchandise Swag:		
T-Shirts 50 total	\$450.00	
Pens 200	\$150.00	
Key Chains 200	\$150.00	
Shoelaces 100 pair	\$500.00	
Draw String Bags 50	\$200.00	
Sticker Sets	\$119.00	
Extras		
Props	\$250.00	
total	\$7,019.00	

43North77West is also seeking funding by way of grants. 4 Applications have been submitted to help assist with the cost of this project. We have been awarded a grant for the pilot SHESHOTIT workshop from the City of Greensboro, NC GreensboroARTs org. As we shape up to become a nonprofit 501c(3), we will use the funding as well to legalize SHESHOTIT into a Nonprofit called, 'SHESHOTIT Foundation'. Swag bag materials have started to be collected and stored as well for the monthly workshops in urban communities.



Thank You!

We are grateful for your support in
helping to make this program possible.
Thank you for your generosity.

43North77West.com/sheshotit



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