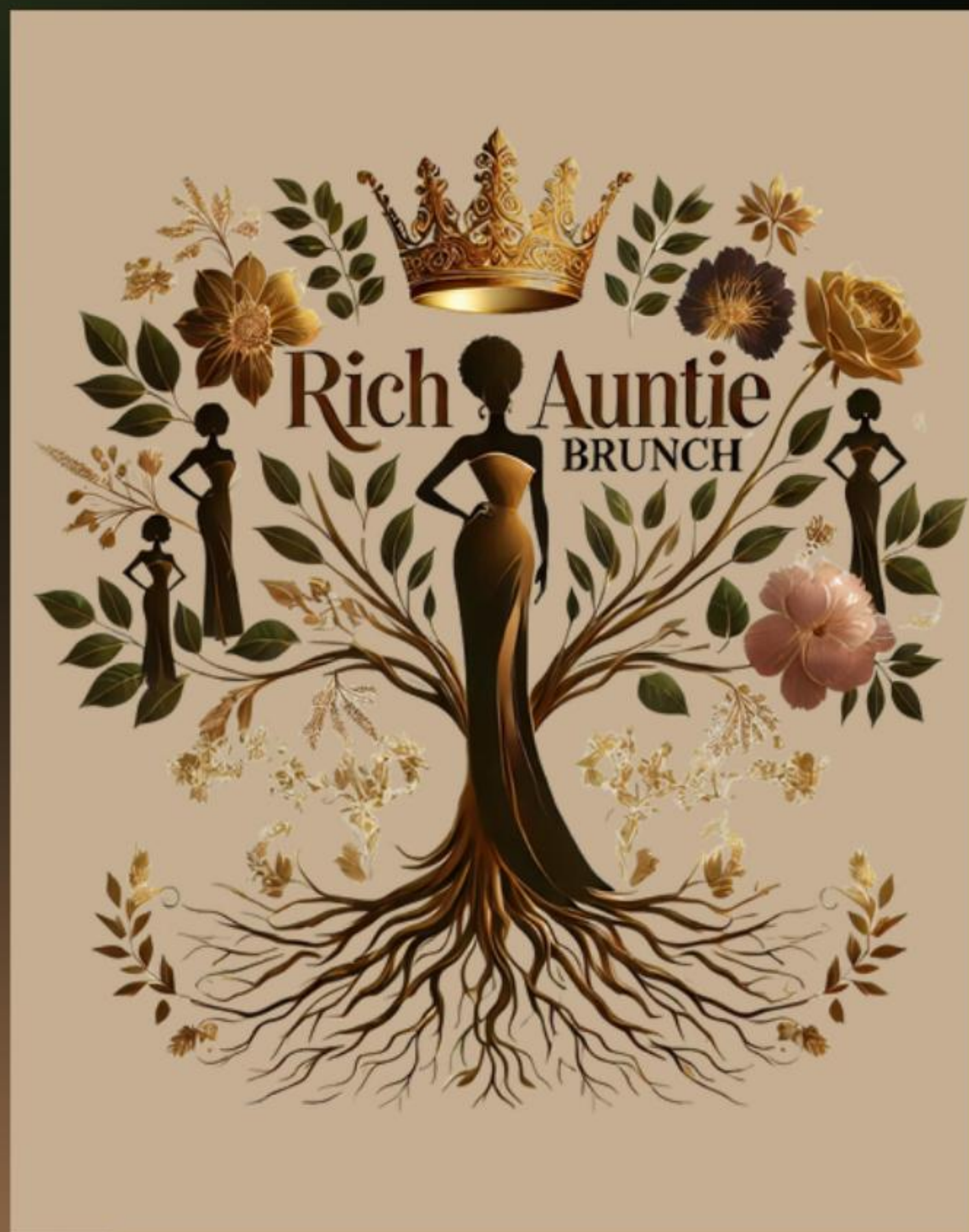


EVENT

Sponsorship Proposal



SATURDAY
OCTOBER 17TH, 2026
10AM - 1PM

 (704) 299- 5913

 connect@dammimedia.com

OCTOBER 2026



ABOUT RAB

Rich Auntie Brunch is back in 2026 after a 2025 sold-out success. Hosted by Dr. Veronica Pearson, business and life strategist, this exclusive event gathers accomplished Black women 35+ and ambitious professionals 24-30 for a day of insightful conversations, practical wealth-building strategies, and meaningful connections.

Guests will enjoy a catered brunch, hear from high-earning professionals and industry experts, and participate in interactive networking activities.

With a proven track record of impact, Rich Auntie Brunch is more than an event—it's a movement. Sponsors will have a unique opportunity to engage with a driven and influential audience.

OUR AUDIENCE

Demographics

- Gender: Predominantly female.
- Age Range: Primarily 25-54, with a focus on young professionals and established career women.
- Location: Primarily based in Minneapolis, MN with some regional engagement.
- Cultural Background: Diverse, resonating with women who embrace the "rich auntie" lifestyle.

Psychographics

- Interests
 - Luxury living, fashion, and beauty.
 - Networking, entrepreneurship, and leadership.
 - Self-care, wellness, art, and culture.
 - Trend-conscious, social media-savvy, and brunch/culinary enthusiasts.
- Professions
 - Entrepreneurs, small business owners, and consultants.
 - Corporate professionals in marketing, finance, HR, and operations.
 - Creative professionals in media, design, and content creation.
 - Leaders in healthcare, education, and community service.



OUR CURRENT DEMOGRAPHICS ON
INSTAGRAM / FACEBOOK

RICH
Auntie
BRUNCH



OUR GOALS

During the event planning process for RAB, Veronica Pearson prioritized the event's purpose and audience in every decision.

- PROVIDE ACTIONABLE TIPS ON BUILDING WEALTH, BALANCE, AND PURPOSEFUL LIVING.
- FOSTER MENTORSHIPS AND NETWORKS BETWEEN SEASONED PROFESSIONALS AND YOUNGER WOMEN.
CREATE A SPACE TO UPLIFT, INSPIRE, AND RECOGNIZE THE
- ACHIEVEMENTS OF BLACK WOMEN.



EVENT

RICH
Auntie
BRUNCH

10:00 -10:15 AM

Opening Remarks

10:30 -10:40 AM

Buffet-Style Brunch

10:40 - 11:10 AM

Game 1 – Money Mastery Bingo

11:10 - 11:30 AM

Financial Guest Speaker

11:30 - 12:00 PM

Game 2 – 'Auntie Knows Best' Wisdom Swap

12:00 - 12:30 PM

Business Guest Speaker

12:30 - 12:40 PM

Net weaving & pledge wall creation

12:40 - 12:50 PM

Founding Speaker: Veronica Pearson

12:50 - 1:00 PM

Closing Remarks

SPONSORSHIP PACKAGES

GOLD *Auntie*

\$3,500

- Exclusive sponsor highlight post across all event platforms .
- Premium logo placement on all event signage, print materials, and digital platforms.
- A sponsored centerpiece or branded element will be prominently displayed at the brunch.
- Four complimentary event tickets and VIP seating for guests.
- On-site activation booth or demo space for engaging attendees.
- 5-Minute speaking opportunity to directly connect with attendees.

SILVER *Auntie*

\$2,500

- Featured in two social media posts and stories on all event platforms.
- Logo prominently displayed in event program and digital/print materials.
- Vendor table or booth space at the event .
- Mention in email marketing campaigns.
- Three complimentary event tickets.

BRONZE *Auntie*

\$1500

- Inclusion in the event's social media promotions (one post and story mention).
- Logo placement in event program and digital materials.
- Verbal recognition during the event.
- Opportunity to provide branded items in attendee gift bags.
- Two complimentary event tickets.



**THANK YOU FOR
SUPPING THE
RICH *Auntie* BRUNCH
MISSION.**

**CLICK THE LINK TO VIEW
MORE ABOUT US**

WWW.RICHAUNTIEBRUNCH.COM

