



Sponsorship Opportunities

Join us in empowering women to **create, build, and transfer wealth** so they can leave a legacy

1.



ABOUT



Thank Me Later is a financial literacy brand that empowers women to **create, build, and transfer wealth** so they can leave a legacy.

The “T” in Thank Me Later is for **TRANSFORMATION:**

We go beyond telling women what to do; we provide real solutions to help them take action.

2.



WHAT WE DO

- Events & Workshops
- Group Education (i.e. employee resource groups, churches, community organizations)
- Physical and Digital Product Development
- Content Creation & Podcasting

WHO WE SERVE

- Black women ages 35 – 65
- College-educated
- Annual income \$60,000+
- Homeowners
- Careers in corporate America and /or as an entrepreneur
- Key breadwinners in their family
- On average has 1 – 2 kids, and may be married or single

HOW ARE WE DIFFERENT?

- Strong content creation and event planning capabilities
- Access to a professional production studio
- A vast network of subject matter experts who can speak on a variety of topics that have a financial impact
- Unique access to the entertainment industry

WHAT'S IN THE ECOSYSTEM?



WILL PREPARATION EVENT & ESTATE PLANNING EDUCATION

(See slides 5 - 10)

Black Women Will is a pillar under the Thank Me Later Foundation, a 501(c)(3) organization that transforms the lives of Black families for generations through legacy planning. During our annual BWW Homecoming event, we complete wills and healthcare directives for Black female homeowners for free. We also create educational content about estate planning.



A WORKBOOK & WORKSHOPS TO ORGANIZE PERSONAL INFORMATION

(See slide 11)

Whether you're wrapping up your loved one's affairs, or doing your own legacy planning, you don't have to do it alone! **The Legacy Life Organizer** includes a product and programming that guides you through the steps to proactively leave your legacy, including organizing important documents, contacts, and more.



A PODCAST ABOUT MONEY AND REAL LIFE TOPICS

(See slide 12)

Are you ready to master your money so you can transform your life? Tune into the new **Thank Me Later Show with Jini**. This podcast is your golden ticket to unlock the financial success secrets from a CPA to the stars!



FINANCIAL INDEPENDENCE CURRICULUM

(See slide 13)

It's time to help parents of young adults take back their paycheck so they can use that money for their own dreams! In the **Take Care Of Your Damn Self** curriculum, we help parents teach their adult kids to be financially independent, and master topics such as credit, financial aid, insurance and more.

3.

OUR REACH



50K+ combined social media followers



8K+ email subscribers



3K+ email subscribers



600K+ nationally syndicated radio listeners in the metro Atlanta market

BENEFITS FOR YOUR COMPANY

Diversity, Equity, & Inclusion

- [The Institute for Women's Policy Research](#) stated that almost 80 percent of Black mothers are key breadwinners for their families.
- TML can empower Black women at your company and in the community because many of them are financially responsible for themselves and their loved ones, but were never taught how to manage their money.

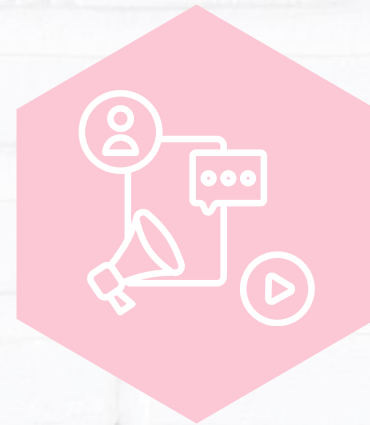


Corporate Social Responsibility

- According to [Aflac](#), 70% of Americans believe it's either "somewhat" or "very important" for companies to make the world a better place.
- TML presents unique opportunities for your company to give back to under-represented groups, like Black women.

Brand Awareness

- Aligning your company with TML can help create an *emotional* connection with Black communities because we help solve real problems.
- This is an authentic way to amplify your brand and build lifelong brand loyalty.



**THANK
ME
LATER**

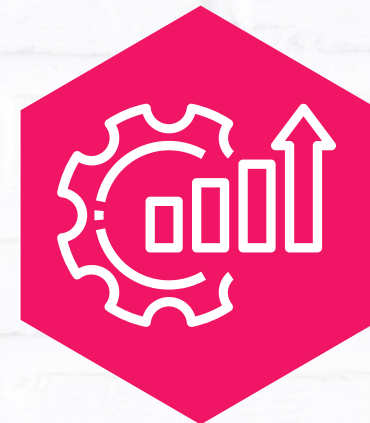


Economic Impact

- Black women contributed to the \$1.57 Trillion in Black buying power in 2020*, according to [Nielsen](#).
- If Black women are empowered to make better financial decisions, they will have more disposable income and continue to positively impact the economy.

Employee Productivity & Morale

- Enhance your company's overall compensation package by offering nontraditional benefits.
- According to [Aflac](#), 40% of employees are interested in having access to a financial wellness program.



Employee Volunteerism

- According to the [Harvard Business Review](#), employee volunteer programs boost productivity, increase engagement, and improve hiring and retention.
- TML offers a variety of volunteer opportunities through BWW so your team can give back to the community.



SPONSORSHIP OPPORTUNITY

FOR THE 4TH ANNUAL BWW HOMECOMING EVENT

WHO: As a Black Women Will sponsor, you will reach:

- Black female homeowners in Georgia
- Attorney, paralegal, and notary volunteers
- General volunteers, other sponsors and invited VIPs

WHAT:

- Wills and healthcare directives completed for FREE
- Fun, celebratory experience
- Networking opportunities for all attendees

WHEN:

- Saturday, November 16th from 9am – 5pm ET
- Employee volunteer opportunities available from June – November 2024

WHERE: Atlanta, Georgia

WHY: Over the next 25 years, an estimated \$68 trillion* will be transferred from U.S. households to heirs and charities.

Black Americans are missing out on the largest wealth transfer in history by not having an estate plan. – NBC News

IMPACT TO DATE:

- 296 wills and healthcare directives completed
- \$108M+ worth of assets with a plan to transfer
- 500K+ media impressions





SPONSORSHIP OPPORTUNITY:

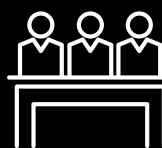
2024 VISION FOR THE 4TH ANNUAL BWW HOMECOMING EVENT



Complete 250 wills and health care directives for FREE to help the BWW Class of 2024 prepare to transfer \$87M+ worth of assets



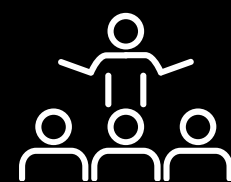
BWW Tailgate, a celebratory component of the event featuring giveaways, a 360 photo booth and other moments that remind you of an HBCU Homecoming



On site **life insurance policy applications and lab work**, and educational resources about the importance of life insurance



Content series aired on social media about estate planning and what to do if you're in charge after a loved one passes away



Virtual webinar about how to complete your **healthcare directive and power of attorney** on your own





Event Sponsorship Levels

	PLATINUM: \$15,000	GOLD: \$10,000	SILVER: \$5,000	*BRONZE: \$2,500
COMPANY LOGO ON ALL DIGITAL SIGNAGE	✓	✓	✓	✓
LOGO WITH LINK ON WEBSITE & POST-EVENT SIZZLE REEL VIDEO	✓	✓	✓	✓
COMPANY TABLE	✓	✓		
SOCIAL MEDIA MENTIONS & 1 Exclusive Post for Platinum & Gold Sponsors	✓	✓	✓	
INCLUSION IN PRE-EVENT TRAININGS & MARKETING	✓			
MENTION DURING THE LIVE EVENT	✓	✓	✓	✓
REPRESENTATIVE REMARKS AT EVENT	✓			
COMPANY'S MARKETING MATERIAL IN WELCOME BAG	✓	✓	✓	

7.



**The Bronze Sponsorship is only available for small businesses and law firms with less than 20 employees*



Specific Sponsorship Packages

PRINTING & NOTARY SPONSOR | INVESTMENT \$12,000

YOUR INVESTMENT GOES TOWARDS:

- 20 Rented Printers – to print the wills and healthcare directives
- 300 USBs – for each participant to walk away with a digital copy of their will
- 17 Power Strips – to ensure there's enough electricity for the printers and so attorneys can keep their devices charged
- Audio / Visual staff – who will manage the slides, music, etc.

BENEFITS:

- Prominent placement of company's logo on signage in the Printing & Notary Station in the Will Prep Room and Healthcare Directive Room
- Company logo on all digital signage
- Company table
- Social media mentions in content before, during and after the event (nonexclusive posts)
 - 1 exclusive post after the event
- Exclusive email highlighting your company
- Acknowledgment during the live event
- Company's marketing material in welcome bag
- Logo in the post-event sizzle reel video
- Logo with link on blackwomenwill.com

8.

VIP LOUNGE | INVESTMENT \$12,000

YOUR INVESTMENT GOES TOWARDS:

- Venue rental for VIP Lounge exclusively for sponsors, special guests and attorney volunteers
- Thank you gift for attorney volunteers (which will be picked up in the VIP Lounge)
- Refreshments for VIPs
- Facilitated networking activities and giveaways for VIPs

BENEFITS:

- Prominent placement of company's logo in the VIP Lounge
- Company logo and information included in attorney gift
- Company table
- Company logo on all digital signage
- Social media mentions in content before, during and after the event (nonexclusive posts)
 - 1 exclusive post after the event
- Exclusive email highlighting your company
- Acknowledgment during the live event
- Company's marketing material in welcome bag
- Logo in the post-event sizzle reel video
- Logo with link on blackwomenwill.com



Specific Sponsorship Packages

REGISTRATION HELP DESK SPONSOR | INVESTMENT \$7,000

YOUR INVESTMENT GOES TOWARDS:

- Table and chair rental for Registration Help Desk, which will support to all attendees who need guidance about registration (i.e. will / healthcare directive workflow)
- Training volunteers to staff the tables
- Registration technology, lanyards, floor plans, etc.

BENEFITS:

- Prominent placement of company's logo on signage at the Registration Help Desk
- Company logo on all digital signage
- Social media mentions in content before, during and after the event (nonexclusive posts)
- Company highlighted in pre-event trainings
- Acknowledgment during the live event
- Company's marketing material in welcome bag
- Logo in the post-event sizzle reel video
- Logo with link on blackwomenwill.com

IT HELP DESK SPONSOR | INVESTMENT \$7,000

YOUR INVESTMENT GOES TOWARDS:

- Table and chair rental for IT Help Desk, which will support to attorneys who need technology help (i.e. can't save will on flash drive, charger issues)
- Training volunteers to staff the tables
- Adapters, extra chargers, extra laptops, etc.

BENEFITS:

- Prominent placement of company's logo on signage at the IT Help Desk
- Company logo on all digital signage
- Social media mentions in content before, during and after the event (nonexclusive posts)
- Company highlighted in pre-event trainings
- Acknowledgment during the live event
- Company's marketing material in welcome bag
- Logo in the post-event sizzle reel video
- Logo with link on blackwomenwill.com



Specific Sponsorship Packages

FIREPROOF / WATERPROOF ACCORDIAN ORGANIZERS | INVESTMENT \$7,000

YOUR INVESTMENT GOES TOWARDS:

- 250 Accordion File Organizers for the BWW Class of 2024 to store their completed will, healthcare directive and other important documents
- Ink pens for the BWW Class of 2024



BENEFITS:

- Company's marketing material in the organizer
- Company logo on all digital signage
- Social media mentions in content before, during and after the event (nonexclusive posts)
- Company highlighted in pre-event trainings
- Acknowledgment during the live event
- Company's marketing material in welcome bag
- Logo in the post-event sizzle reel video
- Logo with link on blackwomenwill.com

10.

**All sponsorship benefits are negotiable. The ones provided in this proposal are intended as an overview of the available premier opportunities. Please note that in-kind donations are not counted towards the sponsorship level.*

EXPERIENTIAL MARKETING: FOOD EXPERIENCE OR GIVEAWAYS INVESTMENT \$6,000

YOUR INVESTMENT GOES TOWARDS:

- Grab & go box style breakfast
- Boxed meals for lunch
- Snacks (i.e. fruit, popcorn & pretzels)
- Beverages, (i.e. water, juice, & hot cocoa)
- Coffee Truck (additional \$1,000)

BENEFITS:

- Prominent placement of company's logo on signage in designated food areas or giveaway areas
- Company logo featured on all digital signage
- Social media mentions in content before, during and after the event (nonexclusive)
- Acknowledgment during the live event
- Company's marketing material in welcome bag
- Logo in the post-event sizzle reel video
- Logo with link on blackwomenwill.com

YOUR INVESTMENT GOES TOWARDS:

- Exclusive giveaways for attorneys and paralegals to thank them for volunteering (big ticket items)
- Smaller giveaways for BWW Class of 2024 and general volunteers



THANK ME LATER

SPONSORSHIP OPPORTUNITY

From a loved one passing away to starting a family – when “life” happens, your employees may become distracted at work as they try to get a handle on their personal lives. By sponsoring the Legacy Life Organizer, you can provide a unique employee benefit that will help them be more productive at work. This is great for Employee Resource Groups!



Purchase the LLO Workbooks in bulk

Starting at \$100 for both workbooks

- Organizer for their personal documents
- Guide to help navigate the business affairs of a deceased loved

Virtual webinar

Starting at \$2,000 for a 60 minute workshop

- Covers up to 3 topics (i.e. important documents, work info, insurance, Legacy contacts, etc.)
- 15 minute Q&A
- Discounted rates for LLO Workbooks

Group in-person workshop

Starting at \$3,000 for a 90 minute workshop

- Covers up to 4 topics (i.e. important documents, work info, insurance, Legacy contacts, etc.)
- 30 minute Q&A
- Discounted rates for LLO Workbooks



SPONSORSHIP OPPORTUNITY

Globally, Black audiences find ads in podcasts most relevant compared to other media, according to [Nielsen](#). The Thank Me Later Show with Jini is packed with real advice from a financial expert and her expert guests that empowers listeners to master their money so they can transform their life. As a sponsor of the podcast, you will increase brand awareness and lead generation with our engaged listeners, and your company's products or services will be integrated into the podcast's content in a natural and seamless way.



Sponsor a commercial on the podcast

Starting at \$500

- One 30 second commercial
- Company to share products / services to be highlighted
- Content to be embedded midway through podcast episode

Sponsor a segment on the podcast

Starting at \$1,000

- 3 - 5 minute segment
- Company to share products / services to be highlighted in advance
- Company initiatives will be seamlessly integrated into the content (i.e. via questions, TML Hotline call, etc.)
- Promo on social media and TML community

Sponsor a full episode on the podcast

Starting at \$3,000

- 30 minute episode filmed in our Atlanta studio or virtually
- Interview with company representative about topic of choice
- Includes a prep call to collaborate on the content topic and flow
- Promo on social media and TML community





SPONSORSHIP OPPORTUNITY

CNBC published an [article](#) about the detrimental impact of parents continuing to financially support their young adults. They have less money to save, invest, and plan for retirement because they are funding their grown kid's lifestyle. Take Care Of Your Damn Self is a guide that empowers parents to teach their young adults how to be financially independent. By sponsoring TCOYDS you will help parents at your company take back their paycheck and increase productivity at work.



Purchase the TCOYDS bundle in bulk

Starting at \$50 for the physical book & digital workbook

- 145 questions answered about topics such as taxes, insurance, financial aid and more
- 96 links provided to give parents the additional support they need to take action
- Six (6) agreements to help parents set expectations with their young adult, such as what happens if they lose their scholarship
- Seven (7) Excel templates to help parents implement strategies to lead them to financial freedom, such as how much rent to charge their young adult

Virtual webinar for TCOYDS

Starting at \$2,000 for a 60 minute workshop

- Covers up to 3 topics (i.e. financial aid, credit, saving, budgeting, estate planning, mindfulness)
- 15 minute Q&A
- Discounted rates for TCOYDS Bundle
- Pre-recorded video sharing an overview of the templates and agreements, such as:
 - "Drive Like You Got Some Sense" – TML Car / Car Insurance Agreement
 - TML Allowance Template – helps you calculate how much allowance to pay your young adult, if you decide to do so

FEEDBACK ABOUT OUR WORK...

Jini did a great job facilitating this session to the Faith@Work Employee Resource Group at AT&T! **It was an insightful presentation that engaged our team and gave us actionable next steps so we can prepare for our future.** I would strongly recommend other companies to partner with Jini to speak to their team – she truly has a gift for breaking down even the most complex topics, like estate planning, and making sure people know what to do next.

-Jerrell McNeal, Principal Project Program Manager at AT&T and Chief Program Officer of the Faith@Work Employee Resource Group



gracendestiny 1d

#GRATEFUL to have been selected for the Class of 2023. It was inspiring to see the diversity of attorneys and volunteers, ensuring that 185 black women had the gift of a will that ensured their legacy would continue.



happy2bqueen 1d

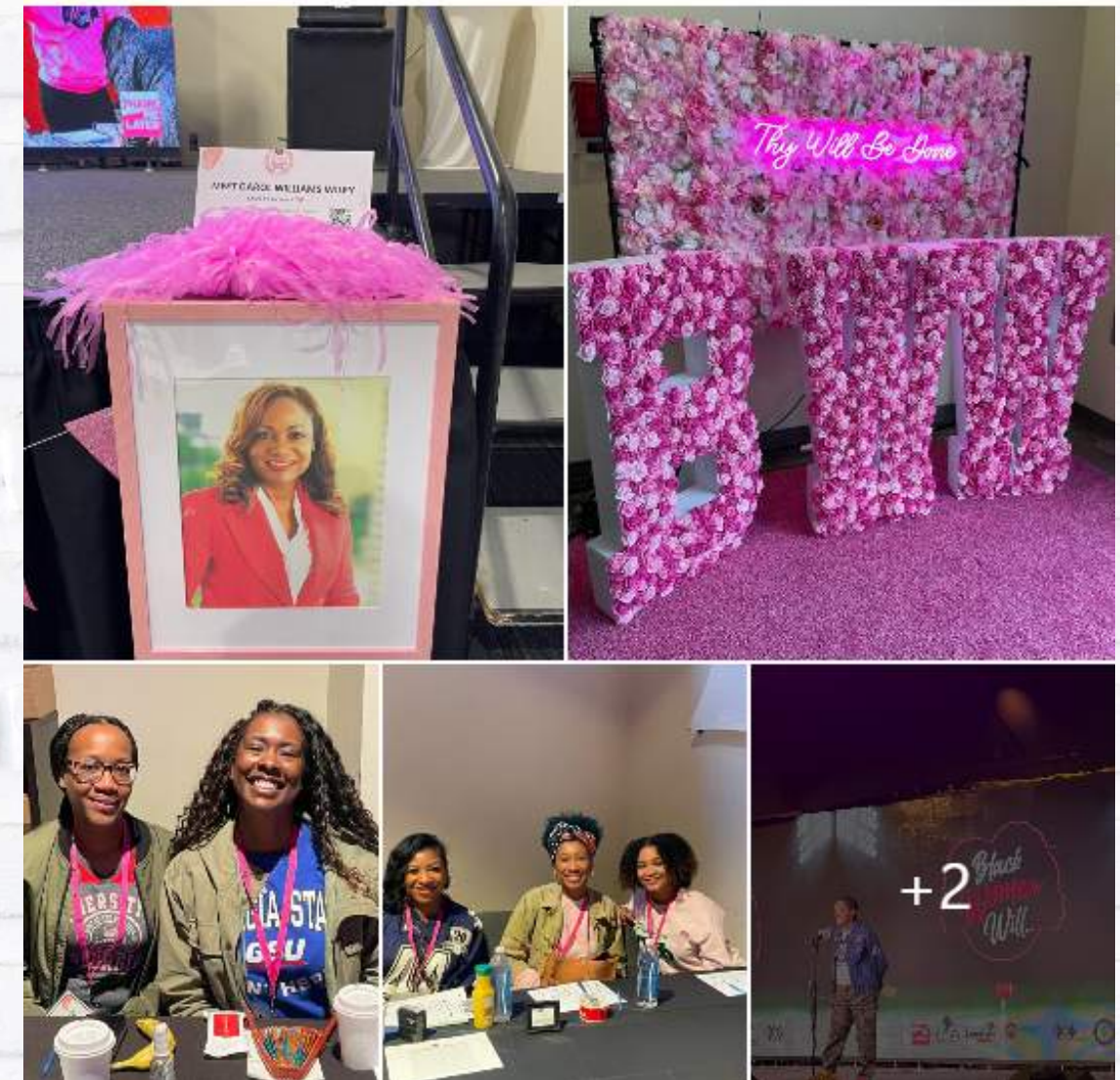
I'm so excited to leave my family in Peace 🕊️ and not pieces 🧩!



Cherie Wilson • 1st

Community Relations Manager at Bank of America

What an incredible day at Black Women Will event today! Thank you [Jini Thornton, CPA](#) and the amazing [Thank Me Later](#) team for ensuring 185 Black Women leave their legacy by securing their wills and healthcare directives today! So exciting to be a part of improving financial lives of our people. [Carol Williams-Wiley Dawn Rhoden Don Hunter Kiva Hicks Lahoma Napper Don Smith Tony Hilliard Marcel D Hannah Shanderay Lewis Barbie Palmer Yolanda Driver-Reese ALICIA DUNLAP](#)



ABOUT




Thank Me Later Inc., Thank Me Later Foundation, and Black Women Will were founded by Jini Thornton, CPA. Jini is a serial entrepreneur, business manager in the entertainment industry, author, and finance expert in media.

Other company (accounting firm serving talent in the entertainment industry):



Finance expert on nationally syndicated radio including:



 @jinithornton

 [linkedin.com/in/jinithornton](https://www.linkedin.com/in/jinithornton)

 @jinithornton

 jinithornton.com





READY TO GET STARTED?



Legacy Life Organizer



If you're interested in sponsoring any of the initiatives within the Thank Me Later Ecosystem, please contact:

Jini Thornton, Founder and Executive Director:

jdthornton@envisionbmg.com

Teyonna Ridgeway, Marketing Director:

teyonna@thankmelater.money

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