

**THANK
ME
LATER**



SPONSORSHIP OPPORTUNITIES

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

IN PARTNERSHIP WITH:



ABOUT

**THANK
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LATER**

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.



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

2.

**OUR
REACH**



50K+ combined social media followers



8K+ email subscribers



3K+ members in our private community

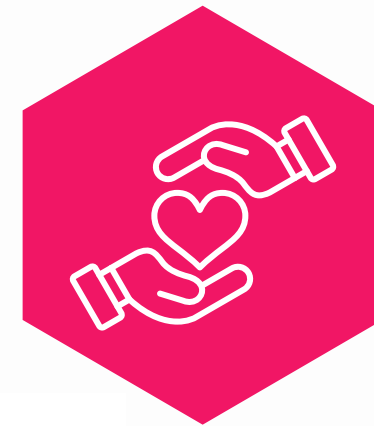


600K+ nationally syndicated radio listeners in the metro Atlanta market

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.

Economic Impact

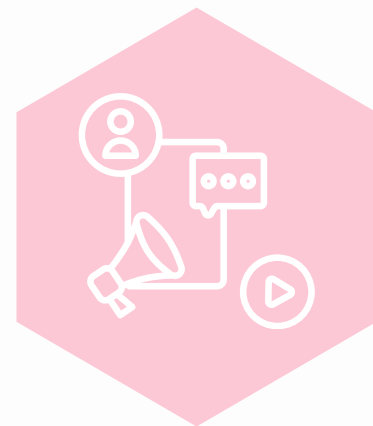
- Black women contributed to the \$1.57 Trillion in Black buying power in 2020*, according to [Nielsen](#).
- If Black women are empowered to make better financial decisions, they will have more disposable income and continue to positively impact the economy.

Employee 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.

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.

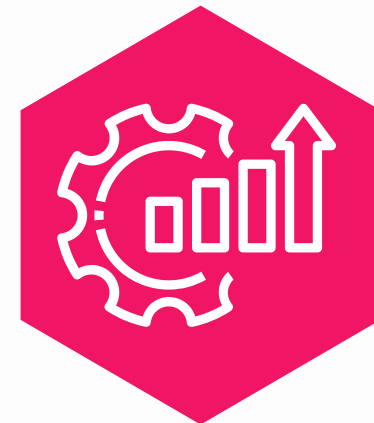


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Employee Productivity & Morale

- 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.





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, power of attorneys 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: Impact Church - 2323 Sylvan Road, East Point, GA 30344

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

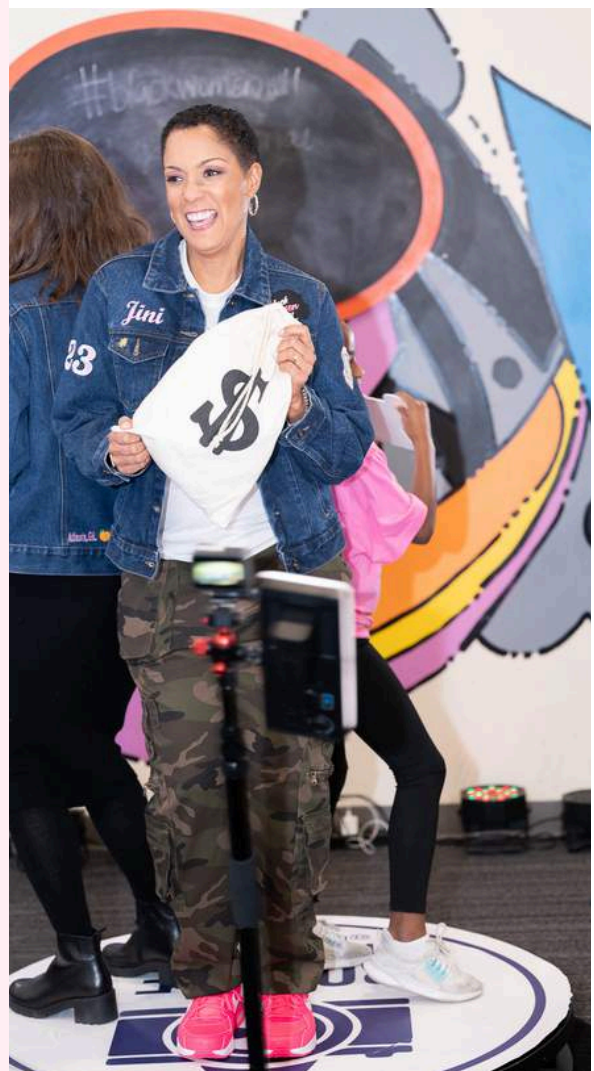
Black Americans are missing out on the largest wealth transfer in history by not having an estate plan. - NBC News

IMPACT TO DATE:

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

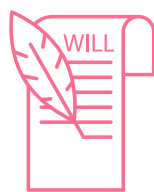
4.





SPONSORSHIP OPPORTUNITY

2024 VISION FOR THE 4TH ANNUAL BWW HOMECOMING EVENT



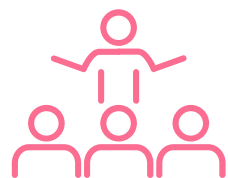
Complete 250 wills, power of attorneys, and health care directives for FREE to help the BWW Class of 2024 prepare to transfer \$87M+ worth of assets



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



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 workshop about how 5 simple steps to leave your legacy, aside from completing your estate plan





STANDARD 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	✓	✓	✓	

6.



CUSTOM SPONSORSHIP

SPONSOR A BWW CREW

Empower her legacy, and you will thank me later!



WHO

A group of 20 women in a segmented audience (i.e. entrepreneurs, seniors, specific counties) to complete their wills and healthcare directives

WHAT

Your investment will go towards the cost to send each woman through the BWW process, which starts prior to the event. This includes:

- **Pre-Event Training** such as the estate planning questionnaires, virtual workshops, etc.
- **Accordion File Organizers** to store their completed will, healthcare directive and other important documents
- **Supplies**, such as ink pens, flash-drive and printer paper
- **Food & snacks**

BENEFITS

- 5-7 video testimonials of the BWW Crew (1 minute or less)
- Photos of the BWW Crew with branded “Thank You COMPANY” signage
- Profiles of the sponsored BWW Crew to share with internal stakeholders (i.e. graphic & blurb)
- Social media mentions in content after the event & 1 exclusive social media post
- Mention in post event emails to all event attendees & 1 exclusive email to sponsored BWW crew
- Company logo featured on all digital signage
- Company flier or marketing material incorporated in welcome folder
- Acknowledgment during the live event
- Logo in the post-event sizzle reel
- Logo with link on blackwomenwill.com

INVESTMENT \$7,500

CUSTOM SPONSORSHIP

SPONSOR THE THANK ME LATER TAILGATE

Come party with a purpose, while celebrating women for leaving their legacy!



WHO

Reach all attendees in the celebration zone at BWW through interactive experiences that inspires people to share on social media. Highlight company initiatives that are in alignment, such as the Propel Center.

WHAT

Your investment will go towards:

- **One (1) Luxury Giveaway** in the Tailgate Zone (i.e. spa prize pack, handbag, etc.)
- **360 Photo Booth**, including one custom sign that incorporates your company logo
- **A signature mocktail** with a beverage name that creatively connects your brand (i.e. Pre-Game Peach Tea)

BENEFITS

- Company logo featured on all digital signage
- Company representative to facilitate one (1) luxury giveaway
- One (1) custom sign for the 360 Booth that incorporates company logo
- 5 - 7 photos or 360 videos of attendees holding custom sign
- Social media mentions in content after the event & 1 exclusive social media post
- Mention in post event emails to all event attendees
- Company flier or marketing material incorporated in welcome folder
- Acknowledgment during the live event
- Logo in the post-event sizzle reel
- Logo with link on blackwomenwill.com

8.

INVESTMENT \$8,000

CUSTOM SPONSORSHIP

SPONSOR THE HBCU BREW COFFEE BAR

Crafting memories on the move with an immersive beverage experience



WHAT

An Instagrammable coffee and hot chocolate bar that will leave a lasting impression on participants, attorneys, volunteers, sponsors and VIPs

WHY

- Introduce your company to potential customers
- Serve as the first stop of the user experience at Black Women Will to increase brand awareness
- Raise awareness of your company's resources via QR codes and signage that people can look at while they wait in line for their beverages
- Collaborate on a beverage name that creatively connects your brand

BENEFITS

- Anchor coffee bar as a key stop on the tour for sponsors and VIPs
- 1 physical sign with company logo
- Company logo featured on all digital signage
- Company flier or marketing material incorporated into coffee bar and welcome folder
- Acknowledgment during the live event
- Social media mentions in content after the event & 1 exclusive social media post
- Mention in post event emails
- Logo in the post-event sizzle reel
- Logo with link on blackwomenwill.com



9.

INVESTMENT \$8,500



ADDITIONAL CUSTOM SPONSORSHIPS

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



ADDITIONAL CUSTOM SPONSORSHIPS

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

FOOD EXPERIENCE 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)



BENEFITS:

- Prominent placement of company's logo on signage in designated food 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

11.

**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.*

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FEEDBACK ABOUT LAST YEAR'S



EVENT

Khadijah Robinson (She/Her) • 1st
 Fractional COO, Entrepreneur, Lawyer, and Innovator
 5mo • 🌐

I have never shared a TikTok on LinkedIn before, but the #BlackWomenWill event was so inspiring, I have to. Thank you to **Jini Thornton, CPA** for creating this opportunity for hundreds of Black women to ensure their wealth is transferred and not lost. I was happy to volunteer and dust off those legal skills. Nothing I love more than serving an amazing community of Black women, because that community has done more for me than I could ever articulate in a LinkedIn post.

Angela Dotson, CPA • 1st
 Tax Partner, Professional Services at Aprio
 7mo • 🌐

I had an amazing time at Black Women Will on Saturday! Thanks to Jini Thornton, CPA for creating this general wealth building platform. 200 women received free will preparation that will ensure generational wealth stays in the black community. Aprio had a team of volunteers and was a proud sponsor of this event.

#Blackwomenwill #thankmelater #Aprio #impactweek



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**



Andrew Boyer • 2nd
 Associate Attorney at Alston & Bird
 Reposted from Alston & Bird • 7mo • 🌐

+ Follow ...

I had a great time volunteering at the #BlackWomenWill initiative. Special thanks to all the organizers, sponsors, collaborators, and volunteers for doing such important work to solidly and preserve the legacies of Black women.

Check out more of their work (and find ways to get involved) here:
<https://blackwomenwill.com>



👍❤️🌐 20

1 comment

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 🍀!

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:





READY TO GET STARTED?



If you're interested in sponsoring Black Women Will, please contact:

Jini Thornton, Founder and Executive Director:

jdthornton@envisionbmg.com

Teyonna Ridgeway, Marketing Director:

teyonna@thankmelater.money

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