

PINK CARPET PARTY
+ COMPLIMENTARY SWAG BAGS

GoGirl Empowerment Experience



Feb 9th-10th
New Port Thearter
Corona Del Mar, CA

GoGirlEx.com
#GoGirl

Sponsorship Deck



Jennifer Murphy is on a tireless global mission to empower, educate, and inspire girls and women of all ages and all walks of life. Supported by celebrities and fortune 500 companies, the GoGirl Empowerment Experience is an exclusive 2-Day event and multi-media platform comprised of world-renowned keynote speakers, educational resources, and TV/print/media personalities.

We are a fully-immersive women's empowerment platform, education, & cause-driven multimedia organization made up of global marketers, PR specialists, celebrities, top influencers, and industry professionals.

Unity is the theme of this year's much-anticipated event. We will celebrate the power of inclusivity, unification, creative expression, and diversification, while embracing our unique differences and encouraging support amongst our GoGirl sisters!



Event Highlights



GoGirl Keynote Speakers



Jennifer Murphy "GoGirl" – Founder of GoGirl Worldwide / Co-Founder Viral Video Media Group, Writer, Producer / YouTube Sensation / Creator, GoGirl Superhero Series & GoGirl Entrepreneur Series, Miss Oregon USA 2003 / Top 10 Finalist at Miss USA / Contestant on Season 4 "The Apprentice" / Appearances on 20/20, CNN, Fox, Fox Reality, ABC, CSI, Killer Movie, Author, Motivational Speaker, and Partner of Entrepreneur Network.

GoGirl topics to be discussed: Living "On Purpose", Entrepreneurism, Superhero Training, Igniting Joy



Valerie Shepard - Founding Member, Evolutionary Business Council Actor / CEO, The Heart of Living Vibrantly, Author of the #1 Best Seller "Living Happy to be Me!" / UCI - Creator & Lecturer, Life Mastery Curriculum / UCI - Lecturer, Marketing, Personal, Development/Model/Host/Executive Producer/Former ImprovCity Cast Member/Former Exec w/ Proctor & Gamble / Managing Consultant w/ Zyman Group

GoGirl topics to be discussed: Happiness, Life Mastery, Business Success Skills



Dr. Reef Karim - Human Behavior Expert, Psychiatrist who has dedicated his life to educating, entertaining, and helping patients better understand themselves through deep self-reflection and spiritual introspection. Reef Karim is a television personality, international speaker, author, comedian, and viral content creator. He has appeared on Oprah, Dr. Oz, Dr. Phil, The Today Show, Chelsea Lately, and regularly appears on CNN as a medical and psychiatric commentator. He has authored articles for the Huffington Post, Oprah. com, and Fox.com.

GoGirl topics to be discussed: Let Go of Fear, Realize Your Full Potential



Diane Kazer - Owner/President, Diane Kazer Wellness / Certified Functional Diagnostic Nutrition Practitioner / Certified Personal Trainer / Weight Loss Coach / Creator, The Warrior Cleanse / Radio Personality / Former Pro Soccer Player: Frauen HSV, Hamburg, Germany / National Figure Competitor/ National and International Speaker and Trainer

GoGirl topics to be discussed: Health/Wellness, Healthy Gut, Healthy Mind, Be Unique-ly YOU



GoGirl Keynote Speakers



Don DiCostanzo - Co-Founder and CEO of Pedego Electric Bicycles. With 140 Pedego stores throughout the United States and Canada, Pedego is headquartered in Orange County. Don is a serial entrepreneur who spent over 20 years at Wynn's, rising to become president of the global leader of innovative products and programs for the automotive industry. He went on to acquire Zak Products and also co-founded Prism Automotive, a very successful trade magazine publishing company and is the first angel investor in TicketSocket. Most recently, he co-founded Bringpro, an on demand delivery service startup.

GoGirl Topic: To Be or Not to Be an Entrepreneur



Luisa Diaz — Former Ms. Venezuela International / TV Host / Actress in Oscar-winning movies such as The Fighter & Silver Linings Playbook / Philanthropist / Founder of Mi Amor Gala, a celebration of kindness: angels that empower other angels with broken wings through the gift of love (organization that creates awareness for domestic violence) / Author of Sexy Is Timeless: Ten Timeless Sexy Assets That Lie within You to empower women.

Go girl topic: Ten Timeless Sexy Assets That Lie within You, Beauty, Worth, Women Empowerment



Mike Roberts - 31-year veteran of general merchandise distribution and sales. Throughout his illustrious entrepreneurial career, Mike has headed high energy companies that focused on designing and developing best-selling gift items. Mike's current company, MerchSource, is a business-solving platform supplying creative merchandise programs and well-known brands, including FAO Schwarz and Sharper Image, to the nation's leading retailers. Mike holds a degree in Geophysics and Applied Science from Michigan State University.

GoGirl topics to be discussed: Women in Corporate Leadership, Building Limitless Success



Jojo Romero- As an experienced luxury real estate expert and featured star on Bravo TV's Real Estate Wars, JoJo Romeo-Watson is known by peers and clients alike for not only her perseverance and high-level negotiation skills, but because of her grounded personality and infectious enthusiasm. Dedicated to providing personalized service that exceeds the expectations of even the most discerning buyers and sellers, JoJo places client needs above all else - a priority that has attributed to the growth of a loyal following over the course of her career - and amass of \$400 million in sales since 2011.

GoGirl topics to be discussed:



GoGirl Performers



Nuttalya Reussi
Recording Artist



**Julianna &
Jennifer Murphy**
YouTube/
Social Media Starlets



Sonia Kazarova
World Renowned
Opera Singer



Chelsea Caroline
Recording Artist





Highlights & Activations

- Celebrity & Influencer Activation
- Sampling, Gifting & Swag Bags
- Organic Branded Integration
- Professional Press Images on Getty Images & Wire Images (5,500,000 unique monthly viewers collectively)
- Social Media Messaging & Tagging Sponsored, **"Presented By," "Brought to You By"**
 - GoGirl Magazine Profile



Pink Carpet Party & Press House

The PINK CARPET PARTY & PRESS HOUSE will be host to our celebrity guests, keynote speakers, marketing influencers, & media.

When promoted to press, our exclusive event images instantly result in thousands upon thousands of shared online impressions.

Our Speaker Talent naturally integrates with our event partners. The photographed and videotaped session results in organic, product/service placement.

All photos/video captured are posted on GoGirlEx.com, Social Media and on WireImage and Getty Images (7.5mm UMV) along with other press outlets resulting in Global Distribution.

Our partners feel privileged to have their brands reach celebrities, digital influencers, bloggers, and their millions of fans across multiple platforms.



Sponsor Opportunities

- Event marketing opportunities
- Custom brand activations
- Organic, native content for various platforms
- Guaranteed global press distribution via our multiple media outlets
- Brand integration with our talent
- Celebrity & influencer product placement
- Service/product shots
- Media & outreach placements
- Event photo & video promotional assets
- Exclusive, photo & video content from behind the scenes, talent promos, product shots
- Exclusive, swag bag gifting & sampling placements
- Social media integration with your brands
- Hashtags & handles distributed on ALL our promotional platforms



Diamond Package

"GO GIRL PRESENTING SPONSOR" - \$50,000

- Brand ID- All Media & Marketing Assets before/during/after event
 - Brand ID - "In Event" Signage, backdrops, video loop
 - Brand ID - On Website
- Branded Video - Custom Commercial produced by Viral Video Media Group to be showcased at event. Can be used for all business marketing purposes.
 - Exclusive, Interview broadcast LIVE via Facebook/Twitter/YouTube
- Exclusive Event Kick-off Introduction by GoGirl CEO/Founder Jennifer Murphy
 - Exclusive, VIP Admission for 6
 - Panel Speaking Op at event
 - Presenting Sponsor Step & Repeat at Event Pink Carpet Party
 - Exclusive access with celebrities, speakers, and influencers
 - Exhibitor Space during event
 - Full 2-page ad in Event Program Book
- Cover Lead-In and 2-page advertorial feature in GoGirl Magazine
 - Social media daily mentions before AND post event



Platinum Package

"PARTICIPATING SPONSOR" - \$15,000

- Brand ID- All Media & Marketing Assets before/during/after event
 - Brand ID - "In Event" Signage, backdrops, video loop
 - Brand ID - On Website
- Branded Video - Custom Commercial produced by Viral Video Media Group to be showcased at event. Can be used for all business marketing purposes.
 - Exclusive Interview broadcast LIVE via Facebook/Twitter/YouTube
 - Exclusive VIP Admission for 4
 - Exclusive access with celebrities, speakers, and influencers
 - Exhibitor Space during event
 - Full-page ad in Event Program Book
 - 2 page advertorial feature GoGirl Magazine
 - Social media daily mentions before/during event
 - Exclusive coverage in multi-media press, blogs, and social media



Gold Package

"GO GIRL PARTICIPATING SPONSOR" - \$10,000

- Brand ID- All Media & Marketing Assets before/during/after event
 - Brand ID - "In Event" Signage, backdrops, video loop
 - Brand ID - On Website
- Branded Video - Custom Commercial produced by Viral Video Media Group to be showcased at event. Can be used for all business marketing purposes.
- Exclusive brand mention broadcast LIVE via Facebook/Twitter/YouTube
 - Exclusive VIP Admission for 2
 - Exclusive access with celebrities, speakers, and influencers
 - Exhibitor Space during event
 - ½-page ad in Event Program Book
 - Full page advertorial in GoGirl Magazine
 - Social media daily mentions before/during event
 - Coverage in multi-media press, blogs, and social media



Silver Package

"GO GIRL PARTICIPATING SPONSOR" - \$7,500

- Brand ID- All Media & Marketing Assets before/during/after event
 - Brand ID - "In Event" Signage, backdrops, video loop
 - Brand ID - On Website
- Branded Video - Custom Commercial produced by Viral Video Media Group to be showcased at event. Can be used for all business marketing purposes.
- Exclusive brand mention broadcast LIVE via Facebook/Twitter/YouTube
 - Exclusive VIP Admission for 2
 - Exclusive access with celebrities, speakers, and influencers
 - Exhibitor Space during event
 - ½-page ad in Event Program Book
 - ½-page advertorial feature in GoGirl Magazine
 - Social media daily mentions before/during event
 - Coverage in multi-media press, blogs, and social media



In-Event Packages

PINK CARPET PARTY - \$7500 (Limit 6)

- All of the above PLUS
- BRAND ID at Pink Carpet Party Step & Repeat
- BRAND ID within GoGIRL PINK CARPET AFTER PARTY EXCLUSIVE
- Story in GoGirl Magazine
- Exclusive Branded Twitter Party & Give-A-Way Pre-event kick-off

BREAKFAST & LUNCH SPONSORSHIP (Limit 4) - \$2500

- All of the above PLUS
- ½-page advertorial in GoGirl Magazine
- QR Code for 1 month, post event social media mentions

*Sponsor Also to Provide Food/Beverage



In-Event Packages

BREAK OUT SPONSORSHIPS (Limit 10) - \$500

- All of the above PLUS
- On-Camera interview or 45-second Commercial broadcasted on social media outlets.

*Sponsor Also to Provide Snack /Beverage

PANEL PRESENTATION SPONSORSHIPS - \$250

- Brand ID on GoGirl media assets and event collateral
- Brand ID, "Brought to you by" on Doorways
- Brand ID, mentions on Social Media assets & Promos



Benefits/KPI



Brand ID on Event Collaterals
Brand ID on Event Signage
Brand ID on Website & Home Kit
Brand ID on Step & Repeat
Celebrity and Influencer alignment and engagement with your products
Social Media Broadcast Promotions, Shares, Messaging, and Brand Tagging
Increased SEO & Meta-Data
[Blog post on TheMcCordList.com](http://TheMcCordList.com)
Behind the Scenes Viral Video Buzz via Facebook Live, YouTube & Periscope/Twitter
Exclusive feature in GoGirl Magazine



Jennifer Murphy - GoGirl



"GoGirl" Jennifer Murphy founded GoGirl Worldwide LLC in 2008 and has since been creating influential, empowering content for women and young girls, while producing highly-immersive, educational, and entertaining events. Jennifer's GoGirl share-worthy videos and one-of-a-kind events have inspired countless lives. An ever-growing list of consummate companies, brands, business professionals, high profile individuals, celebrities, nationally renowned speakers, and authors have all been instrumental in the GoGirl movement. Their continued support has garnered brand value and exposure, while empowering the lives of young girls and women all over the world!

Our Flag Ship sponsor **MerchSource** will soon be re-launching legendary toy brand **FAO Schwarz**, as well as opening a flag ship store at 30 Rock in NYC. The GoGirl team is excited to announce they will be holding their long-awaited event at **MerchSource/FAO** Headquarters in Irvine, California.

The FAO project is led by many incredibly amazing women who we are truly honored to showcase and celebrate at this exciting heart-warming venture to all! This year's event is even extra special! Aside from GoGirl events being packed to the brim with the most sought-after motivational speakers, inspirational performers, life transformation tools, and empowering workshops, this year we will be **live-streaming** the entire foray!! This provides a seamless, accessible, and limitless way for women and young girls everywhere to participate like never before! As co-owner of Viral Video Media Group, Jennifer has teamed up with KNEKT to live-stream the entire event on multiple platforms simultaneously, including Apple TV, Roki, Facebook, YouTube, and others! With Jen's celeb-status reach as an Influencer with thousands of views on social media, the event will undoubtedly have impactful advertising potential, with no limit to viewership or sponsorship.



Featured Charities

The GoGirl Empowerment Experience will feature and benefit multiple charities, including the GoGirl Foundation 501c3, RettsSyndrome.org, Rescue Dog Charities , and Safe Passage Women's Safe Haven.



"GoGirl" Jennifer Murphy is modern day SuperHero extraordinaire and Founder of GoGirl Worldwide. Jen is on a mission to Ignite Joy, Spread Smiles, and Empower. The GoGirl SuperHero Series brings fun, quirky surprises and unexpected acts of kindness to people from every walk of life, especially to those in need. The series integrates various charities and worthwhile causes, while providing opportunities for fans to support these charities and people in need. Brands and companies will be given the opportunity to donate resources, and in turn be given positive exposure for their generous contributions and benevolence.



Celeb Supporters #Snapshot



Jennifer Murphy, Miss Oregon, USA
Michelle Lando, Best Selling Author
Diane Kazer, Former Pro Soccer Pro
Chelsea Caroline, Singer/Songwriter
Cindy Villarreal, Former NFL Cheerleader
Rachel McCord, The McCord's List
AND SO MANY MORE!



Partners



GoGirl Event Venue



The iconic New Port Theater, was recently renovated & restored to its original luster, it is the perfect space for intimate events. This luxe venue boast a spacious room, and theater screen for easy viewing. We look forward to rolling out the signature GoGirl pretty Pink Carpet for every GoGirl during this fun, unforgettable 2-day event. We will be providing a plethora of prestigious VIP opportunities and media exposure for our generous sponsors.



Hotel Information

The GoGirl Empowerment Experience will be conveniently and centrally located at the New Port Theater in Corona Del Mar, California.



Indulge in the fashionable side of coastal luxury at Fashion Island Hotel Newport Beach with all the diversions of Fashion Island, Orange County's iconic open-air shopping, dining and entertainment destination. It's the centerpiece of Newport Beach and where unforgettable experiences are always in vogue. Newport Beach sophistication is best experienced within one of Fashion Island Hotel's stylish guestrooms or suites. All feature floor to ceiling windows that open to fully embrace coastal breezes, as well as balconies framing breathtaking views of the Pacific Coast and Newport Back Bay. Yet no matter which room you choose, there's a premium placed on your comfort. Custom bedding, stylish accent colors and beautiful contemporary design immediately make you feel at home.

With Newport Beach as our own personal playground, a great time is never more than a few steps away. Check out some of our local favorites. Fashion Island is truly a premium retail therapy, fashion Island features exclusive specialty boutiques, world-class department stores and a diverse assortment of restaurants and cafes. Balboa Island is a charming little island community is the perfect place to take a leisurely stroll amongst charming village shops on Marine Ave. There are plenty of dining options steps away at Fashion Island. Red O for upscale Mexican, Fig & Olive for creative Mediterranean, and Cucina Enoteca for Cal-Italian are just a few of our local favorites. Pedego Electric Bikes of Corona del Mar and Newport Beach is located in the village of Corona del Mar. Riding a Pedego is great fun and an exciting way to see the sites of the Newport Beach area.

GoGirl Attendee Special Rates will be honored at the Fashion Island Hotel.



Pics from GoGirl event 2017





Thank you for your partnership and support!

We look forward to creating a female-forward, customized sponsorship opportunity sure to deliver indispensable, enduring value both personally and professionally.

Get ready to GoGirl!

For questions or sponsorship inquiries please contact
Jennifer Murphy and her team at gogirlceo@gmail.com

