

# The Retreat: Regional Expo Celebrating BIPOC Wellness Nov 1-3, 2024 Milwaukee, WI

The Retreat is a regional expo that celebrates and empowers BIPOC communities through workshops, activities, and connections focused on mental, physical, and financial wellness.



# Our Mission: Empowering BIPOC Communities

## 1 Elevate Voices

Provide a platform for BIPOC wellness experts and community leaders to share their knowledge and experiences.

## 2 Foster Connection

Create opportunities for BIPOC individuals to network, collaborate, and build meaningful relationships.

## 3 Promote Holistic Wellness

Offer a comprehensive program focused on mental, physical, and financial well-being.



# The Venue:

## The Sheraton Brookfield



The Sheraton Brookfield is a modern, upscale hotel located in the heart of Brookfield, just 15 minutes from downtown Milwaukee.



The hotel's flexible meeting spaces and state-of-the-art technology make it an ideal venue for our event programming and activities.



With its elegant lobby, spacious guest rooms, and top-notch amenities, the Sheraton Brookfield provides the perfect setting for our retreat.

# The Retreat: Itinerary and Experiences

## Friday

Kick off the event with a vibrant Marketplace featuring local BIPOC vendors, an informative Wellness Expo, and a lively Welcome Happy Hour with entertainment.

## Sunday

Close out the retreat with more time to explore the Marketplace and Expo, as well as thought-provoking moderated panels and engaging entertainment.

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## Saturday

Dive into a full day of activities - browse the Marketplace, get free health screenings, attend empowering breakout sessions and panel discussions, enjoy a networking Luncheon, and be inspired by the Main Stage presentations and entertainment.

# Wellness Programming Tracks

- **Entrepreneurship:** Sessions on business planning, marketing, financial management, technology and scaling for BIPOC entrepreneurs.
- **Mental Wellness:** Workshops on mindfulness, stress management, emotional intelligence, and mental health support.
- **Physical Wellness:** Fitness classes, outdoor activities, nutrition education, and sports demonstrations for holistic wellbeing.
- **Financial Wellness:** Personal finance seminars, investment advice, credit building strategies, and retirement planning.

# Mental Wellness: Workshops and Speakers

## Mindfulness Practices

Learn evidence-based techniques to reduce stress and improve mental clarity.

## Therapeutic Workshops

Explore creative and expressive modalities for emotional healing and growth.

## Inspiring Speakers

Hear from BIPOC experts on topics like self-care, resilience, and community support.



# Physical Wellness: Fitness Classes and Activities

## Fitness Classes

Energizing workouts led by BIPOC instructors, including yoga, Pilates, and dance.

## Wellness Demos

Interactive workshops on topics like healthy cooking, meditation, and self-care.

## Health Screenings

Take advantage of on-site health screenings to ensure you're in top shape. Our team of medical professionals will provide comprehensive assessments to put your mind at ease.

## Preventative Care

Stay proactive about your wellbeing with vital health tests and consultations. Identify any areas that need attention and get personalized guidance to optimize your health.



# Financial Wellness: Seminars and Panels

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## Budgeting Basics

Learn effective strategies for tracking expenses and managing personal finances.

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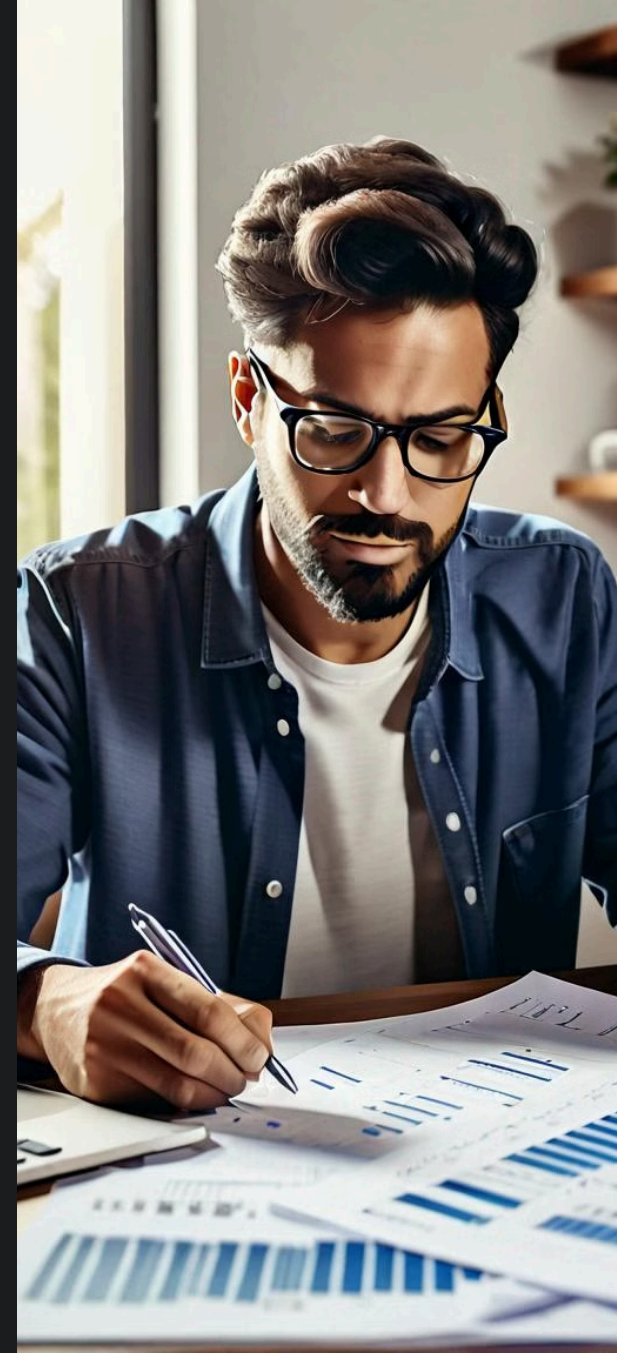
## Investing Essentials

Understand the fundamentals of investing and building long-term wealth.

3

## Business Acceleration

Learn from successful entrepreneurs and how to build your business





# Community Connections: Networking Opportunities



## Build Relationships

Connect with like-minded individuals and explore potential collaborations.



## Share Ideas

Participate in roundtable discussions and workshops to exchange insights.



## Support Each Other

Discover ways to support and uplift BIPOC-owned businesses and initiatives.

# Vendor Marketplace: Supporting Local BIPOC Businesses



## Artisanal Goods

Discover unique, high-quality products created by talented BIPOC artisans.



## Health and Beauty

Explore a curated selection of BIPOC-made wellness and personal care items.



## Local Cuisine

Indulge in delicious and authentic BIPOC-owned food and beverage offerings.

# Health, Wellness and Financial Expo



Explore our Health, Wellness and Financial Expo featuring booths from local organizations focused on holistic wellness. Learn about their services, products and resources to support your mental, physical and financial wellbeing.

# Economic Impact and Operational Funding for The Sherman Phoenix

## Economic Impact for Milwaukee

### Explore Milwaukee's Vibrant BIPOC Culture

As a top destination city, Milwaukee offers a unique opportunity to experience the rich diversity and entrepreneurial spirit of its BIPOC community.

### Drive Economic Impact

This will have a direct, positive impact on Milwaukee's BIPOC-led small businesses and local economy. Visitors discover innovative products, services, and experiences that celebrate the city's diversity and support its continued growth.

### Unwind and Recharge

Enjoy a rejuvenating wellness retreat with fitness classes, wellness workshops, and opportunities to connect with like-minded individuals. Leave feeling inspired, empowered, and connected to Milwaukee's vibrant BIPOC community.

## Operational Funding

Funds raised from this event will directly support the ongoing operations and programming of The Sherman Phoenix. This will ensure the continued success and expansion of this vital community hub for BIPOC entrepreneurs and wellness initiatives.



# Entrepreneurship Track Sponsorship

The Entrepreneurship Track at The Retreat aims to empower aspiring and established BIPOC business owners with the tools and knowledge needed to succeed. Sponsorship levels include:

- Presenting Sponsor - \$50,000
- Gold Sponsor - \$25,000
- Silver Sponsor - \$15,000
- Bronze Sponsor - \$10,000

Benefits vary by level and include prominent branding, speaking opportunities, exhibit space, and VIP access to events. Sponsors play a crucial role in supporting workshops, mentorship programs, and networking events designed to foster entrepreneurial growth in the community.

# Financial Wellness Track Sponsorship

The Financial Wellness Track focuses on providing education and resources to improve financial literacy and economic empowerment within the BIPOC community. Sponsorship levels include:

- Presenting Sponsor - \$50,000
- Gold Sponsor - \$25,000
- Silver Sponsor - \$15,000
- Bronze Sponsor - \$10,000

Sponsors of this track will have the opportunity to showcase their commitment to financial education and community development. Benefits include branding on educational materials, participation in financial literacy workshops, and recognition at related events. This track aims to address topics such as budgeting, investing, credit management, and wealth building.

# Physical Wellness Track Sponsorship

The Physical Wellness Track promotes health and fitness within the community through various activities and educational programs. Sponsorship levels include:

- Presenting Sponsor - \$50,000
- Gold Sponsor - \$25,000
- Silver Sponsor - \$15,000
- Bronze Sponsor - \$10,000

Sponsors of this track will be associated with promoting healthy lifestyles and addressing health disparities. Benefits include branding on fitness equipment, participation in health fairs, and sponsorship of athletic events. The track focuses on nutrition education, fitness classes, health screenings, and promoting preventive care.

## Health Screenings

Sponsor-branded health screening stations offering free basic health checks to attendees

## Fitness Classes

Branded workout sessions led by professional trainers, showcasing sponsor commitment to active lifestyles

## Nutrition Workshops

Cooking demonstrations and nutrition talks featuring sponsor products or services

# Mental Wellness Track Sponsorship

The Mental Wellness Track focuses on promoting mental health awareness, reducing stigma, and providing resources for mental well-being. Sponsorship levels include:

- Presenting Sponsor - \$50,000
- Gold Sponsor - \$25,000
- Silver Sponsor - \$15,000
- Bronze Sponsor - \$10,000

Sponsors of this track will be associated with crucial mental health initiatives. Benefits include branding on mindfulness spaces, participation in mental health panels, and sponsorship of therapy resources. The track includes stress management workshops, meditation sessions, and access to mental health professionals.



# Marketplace Sponsorship

The Marketplace at The Retreat provides a platform for BIPOC owned businesses to showcase and sell their products and services. Sponsorship levels include:

- Presenting Sponsor - \$50,000
- Gold Sponsor - \$25,000
- Silver Sponsor - \$15,000
- Bronze Sponsor - \$10,000
- Supporting Sponsor - \$1,000

Marketplace sponsors will have the opportunity to support economic empowerment within the community. Benefits may include prominent branding throughout the marketplace, speaking opportunities at business development workshops, and exclusive networking events with participating vendors. This sponsorship directly contributes to the growth and visibility of BIPOC owned businesses. As a **supporting sponsor** you will provide a grant to a entrepreneur to offset the expense for their booth in the marketplace

## Vendor Support

Sponsored booths and resources for emerging businesses to showcase their products

## Business Workshops

Sponsor-led sessions on marketing, finance, and business growth strategies

## Networking Events

Exclusive meet-and-greet opportunities with successful entrepreneurs and business leaders

# Transportation Sponsorship

The Transportation Sponsorship ensures that The Retreat is accessible to all local community members by providing free or discounted transportation to and from the event. Sponsorship levels include:

- Presenting Sponsor - \$50,000
- Gold Sponsor - \$25,000
- Silver Sponsor - \$15,000
- Bronze Sponsor - \$10,000

Transportation sponsors play a crucial role in increasing event attendance and accessibility. Benefits may include branding on shuttle buses, recognition in transportation-related communications, and acknowledgment in event materials. This sponsorship demonstrates a commitment to community inclusion and support. It will also allow tourist attendees to travel to selected BIPOC spaces in Milwaukee to be immersed in Milwaukee BIPOC culture and bring awareness to other businesses, venues and neighborhoods

# Sponsorship Impact and Recognition

By sponsoring The Retreat, organizations contribute to the empowerment and advancement of the BIPOC community while gaining valuable exposure to a diverse and engaged audience. All sponsors receive recognition commensurate with their level of support, including:

1

## Pre-Event Marketing

Logo placement on event materials, social media promotion, and press releases

2

## During The Retreat

Exhibit space, speaking opportunities, and branded materials distribution

3

## Post-Event Recognition

Inclusion in event recap, impact report, and future promotional materials

The Retreat offers customizable sponsorship packages to align with your organization's goals and values. For more information or to discuss sponsorship and/or Exhibit booth opportunities, please contact our sponsorship team at [TheRetreat@shermanphoenix.com](mailto:TheRetreat@shermanphoenix.com) or call (414) 436-6087.

**Help us make an IMPACT on WELLNESS**

## The Retreat Packages

	Presenting Sponsors	Gold Sponsors	Silver Sponsors	Bronze Sponsors	Expo Partner	Community Partner
	\$50,000	\$25,000	\$15,000	\$10,000	\$1000	\$500
Exclusive, Namesake Presenting Sponsor recognition, Company logo/name featured on all promotional materials	x					
Radio/Television Mentions	x	x				
Repeating logo on ALL backdrops, Expo, Printed Signs	x	x	x			
Opportunity to Speak on behalf of your organization	x	x				
Opportunity to host break out session and/or panel discussion	x	x	x	x	x	
Dedicated Press Release & follow-up with national, regional, local media outlets immediately upon announcement	x	x	x	x		
<b>Recognition for sponsorship of a grant for Marketplace Vendor fees</b>	x	x	x	x	x	
Recognition on all Social Media Platforms	x	x	x	x	x	
Ability to place sponsored content on social media channels	6	4	2			
Attendee list to assist you in further connections after the event	x	x	x	x	x	x
Speaking spot or presentation at the Expo main stage (up to 30 minutes)	x	x				
Dedicated Space in Whova Event App	x	x	x	x		
Company branded banners throughout venue	10 placements	5 placements	2 placements			
Mention in Sherman Phoenix Newsletter announcing Your support	x	x	x	x	x	
Giveaway in Goodie Bag	x	x	x	x	x	
Company name/logo recognition on our website	x	x	x	x	x	x
VIP Experience passes	10	5	3	2	1	
Complimentary entries to ticketed events	5	4	3	2	1	
Expo booth	x	x	x	x	x	x

**All packages are customizable**

# Sponsor The Retreat

## Get in Touch

To learn more about sponsorship opportunities or to discuss a customized package, contact us at

[TheRetreat@shermanphoenix.com](mailto:TheRetreat@shermanphoenix.com) or call (414) 436-6087.

## Ready to Sponsor?

If you're interested in making an impact and aligning your organization with this transformative event, review our sponsor packages or let us know how we can create a custom opportunity that fits your goals.

## Next Steps

Our sponsorship team is eager to discuss how you can be a part of empowering BIPOC communities through The Retreat. Get in touch today to secure your spot and start planning your involvement.

# The Retreat Organizing Committee

- **Joanne Johnson-Sabir** - Sherman Phoenix Founder
- **Maureen Post** - Culture X Design
- **Tiffany Wynn** - Ascension
- **Samantha Maldonado** - Chaska Consulting/Visit Milwaukee IDEA Committee Chair
- **Jessica Butler** - 414 Life
- **Tim Cole** - MKE Wine Academy
- **Maritza Contreras** - American Family
- **Romero McCants** - Sherman Phoenix
- **Valencia Muhammad** - People and Places
- **Korbey White** - Sherman Phoenix Foundation Board VP/State of WI
- **Dr. Damira Grady** - Sherman Phoenix Foundation Board Chair/Madison College
- **Francisca Rodriguez** - WEDC
- **Dr. Eugene Manzanet** - WEDC
- **Ayrton Bryan** - Avery Dennison
- **Lauren Feaster** - Professional Dimensions
- **Dr. Octavia Manuel-Wright** - My Balanced Care
- **Melissa Buford** - City of Milwaukee