



2022-2023

Sponsorship Proposal





Hello,

My name is Jay Bynum. I'm a Freshman at Palos Verdes High School. Social Media Wellness was created to facilitate support and promote social media wellness among teens like me.

While social media, as my only outlet during the pandemic, proved itself to be a buoyant lifeline in specific ways, its unfavorable influence was also harmful to my mental health. Returning to school for my freshman year of high school, I reconnected with friends and realized that my situation was not unique. Many of my peers were still dealing with the same damaging effects of unhealthy social media use and continuing with unhealthy habits. I knew something needed to be done, so, I decided to create this nonprofit, Social Media Wellness, to help.

With your support, Social Media Wellness can be an influential force for teen mental health on social media. The more awareness, advice, and support available, the more significant the healthy change. We may just be starting, but every good thing has a beginning. This is an opportunity to start with us from the ground up.

Our first kick-off event is Saturday, May 21, 2022, at 12:00 pm in Rancho Palos Verdes, CA. We have slated speakers, a teen fashion show planned, and the confirmation of many attendees. Your help is needed to make this event truly special for our community, as well as, continue our outreach throughout the year.

Thank you in advance for partnering with us to help teens and their parents in our community. Together, we will create a safer and more welcoming space in the social media world for young, growing minds by providing support and promoting healthy user habits.

Sincerely,

Jay





Mission

The mission of SocialMediaWellness.org is to help teens, as well as their parents, learn and utilize healthy user habits, as well as, create a safer and more welcoming space in the social media world for struggling individuals.

Vision

For teens and parents to come together to build healthy social media habits that foster a healthy lifestyle.

Our Team

Jay Bynum
Founder/Student Activist

Kenna Bynum
Parent Mentor

*interested students attending the kick-off event will have the opportunity to be a part of the inaugural 2022-2023 Student Panel





Our Kick-Off Event

We expect anywhere from 50 to 125 students and parents to attend our first annual Social Media Wellness event. (50 confirmed) Saturday, May 21, 2022

We have a line up of speakers both students and professionals including:

- Amanda Horgan- Miss United States of America 2019 founder of Fit With A Purpose
- Corry Matthews- Certified Nutritionist, Mother of 2, Founder of NPC MM Virginia Classic
- Jay Bynum- Student Activist, Class of '25 and more....



Topics

- The positive side to Social Media
- The "scary stuff" and how to steer clear.
- Using your influence for good!
- Healthy body image and nutrition
- How to build others up and your self-esteem
- Selflessies instead of selfies
- Fashion fun
- Parent tips

There will be several expert speakers, personal testimonies, shared tips and tricks for everyone and a TEEN FASHION SHOW! This event is for teens and parents from the Palos Verdes Peninsula area.

Posts 4 Purpose

"Post4Purpose" will be a social media challenge with teens flooding social media outlets with positive posts about others. The posts can be about a contribution they notice someone else has made, a person they are inspired by, or someone who has helped them overcome. The concept is that they post something encouraging about something or someone that is inspiring to them and others!

We will provide a prize for the most "liked," positive "comments," and "shares" a post generates at the challenge end. Currently, the tracking will occur on Instagram and TikTok.

We want to provide a college scholarship prize to the winner.

Your sponsorship will help!



"We cannot live only for ourselves.
A thousand fibers connect us
with our fellow men."

Herman Melville

How you can help...

We are dedicated to this cause, and need your help in attaining the goal of reaching teens, first in the Palos Verdes, CA area, then in LA County, then throughout California, and THEN the nation. We will start with taking one step in the right direction hand in hand with however you are willing to partner and support us at our first upcoming event.

You can help by:

1. Contributing financially
2. Donating product, services, or gift certificates to the event
3. Spreading the word about our organization to your contacts and friends.

"Never doubt that a small group of thoughtful, committed citizens can change the world: indeed, it's the only thing that ever has."

Margaret Mead



Sponsorship Levels

BENEFITS	Superstar \$2500+	Celebrity \$1000+	Influencer \$500+	Partner \$250+	Follower \$125+	Contributor \$50+
Top Name Recognition on all Event materials,	✓					
Social Media Hashtag for one year on all posts by socialmediawellness.org	✓					
VIP Tickets and Seating at event	✓	✓				
Verbal Recognition by Host at the Opening and Closing of the Kickoff Event	✓	✓				
Prominent Sponsor name recognition in all press releases related to event	✓	✓	✓			
Logo placement on banners, which serve as backdrop in all press photo opportunities (Logo provided by sponsor)	✓	✓	✓			
Ad in Official Event Program (Ad copy provided by sponsor)	✓ Full Page	✓ 1/2 page	✓ 1/4 page	✓ 1/8 page		
Logo placement on SMW web site Sponsorship Page for one year.	✓ (With company link)	✓ (With company link)	✓	✓		
Social Media Thank You on Instagram, TikTok and Facebook.	✓	✓	✓	✓	✓	
Opportunity to provide welcome gift or insert for attendees swag bag	✓	✓	✓	✓	✓	
Name Listing on Sponsorship Thank you in Event Program	✓	✓	✓	✓	✓	✓

We look
forward to
working
with you.



Thank
You



Your giving is *valuable* and critical
for *sustaining* the growth of this
worthy cause. Your donation is a
planting that will *grow* and bear
good fruit for the future!

Contacts:

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