

# THE EQUANIMITY AWARDS GALA *Collaborate & Grow*

## Sponsorship and Media Kit





# At a Glance



The graphic features a large, gold, glittery number '4' with the word 'TH' to its upper right. Inside the '4' is the text 'ANNUAL EQUANIMITY AWARDS'. To the left of the '4' is the event information: 'OCTOBER 12, 2019 | 6PM-10PM', 'COWBOYS GOLF CLUB', '1600 FAIRWAY DR, GRAPEVINE, TX 76051', and 'REGISTER AT WWW.EQTMAG.COM'. To the right of the '4' is a photograph of Cynthia Bailey, a woman with long, dark, curly hair, wearing a pink dress. Below her photo is the text 'CYNTHIA BAILEY' and 'KEYNOTE SPEAKER' in gold, bold, sans-serif font.

**4<sup>TH</sup>**

**ANNUAL  
EQUANIMITY  
AWARDS**

**OCTOBER 12, 2019 | 6PM-10PM  
COWBOYS GOLF CLUB  
1600 FAIRWAY DR, GRAPEVINE, TX 76051  
REGISTER AT [WWW.EQTMAG.COM](http://WWW.EQTMAG.COM)**

**CYNTHIA BAILEY  
KEYNOTE SPEAKER**

**EVENT DATE:** October 12, 2019, 6PM-10PM Central

## **EVENT LOCATION**

Cowboys Golf Club (Dallas/Ft. Worth Metro area)  
1600 Fairway Dr., Grapevine, TX 76051

**ATTENDANCE:** 350

**MEDIA IMPRESSIONS:** 7 Million

**CHARITY BENEFICIARY:** J.B. Dondolo, Inc.

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[www.eqawards.com](http://www.eqawards.com)

# About the Equanimity Awards Gala

**The Equanimity Awards Gala** is an annual star-studded charitable community event. The purpose of this event is to encourage ***growth through collaboration*** and to uplift and honor those who are making a positive impact in the community. The proceeds from this event benefit **JB Dondolo, Inc.** charity.

**The Equanimity Awards** honor individuals in various categories such as entrepreneurship, community achievement, humanitarian, excellence, visionary, breakthrough, leadership and more.

**The Equanimity Awards Gala** is where people from various backgrounds can connect with like-minded individuals for a common and great cause – *to support each other and support our charitable work in the communities*. Or, as the event slogan states it - to ***Collaborate & Grow!***



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# About J.B. Dondolo, Inc. Charity



**J.B. Dondolo, Inc.** is a 501 (c)(3) charitable non-profit which exists to provide humanitarian services to impoverished communities worldwide. The company focuses on those markets that cannot afford simple, basic necessities.

The organization is named after **J. B. Dondolo**, an orphan, farmer, and humanitarian advocate whose values and principles on giving continue to inspire his children, friends, and families across the world. The charity was founded by Dondolo's children in November, 2012.

***J. B. Dondolo played a critical role in the fight against poverty.*** Dondolo's children saw the need to form a charity to honor their father, so his legacy of good deeds would continue.

The charity is interested in promoting, developing, and completing projects and programs that have been started but left incomplete, or imagined but not started for a variety of reasons. [www.jbdondolo.org](http://www.jbdondolo.org)



[www.eqawards.com](http://www.eqawards.com)

# Our Audience

**The Equanimity Awards Gala** has a broad and diverse appeal that reaches far beyond the crowd in attendance and longer than the single night of celebrating those who make life better for scores of impoverished people.

Our fans come from all walks of life and include corporations, charities, families, media outlets, celebrities, music artists, and philanthropists around the globe.

Our audience loves to be entertained. They love to be appreciated. They are empathetic and relate to the causes. They love to network, socialize, and ***collaborate for growth***.

Our audience is technology savvy. They use devices to share and stream the event on social media sites. ***They love to promote***.

Our audience loves an event that promotes **brands, people, and causes**.

Our audience loves to be involved. They are hands-on and will go out of their way to support a global event. That's who we are. ***We support people, brands, and causes in the community***.

We are all united by an abiding passion: ***to ease suffering and poverty in underserved communities worldwide***.

And we know that when we **collaborate**, we **grow...**



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# Our People



## Lumbie Mlambo - Event Director

CEO & founder of Equanimity Awards ([www.eqawards.com](http://www.eqawards.com)) and nonprofit JB Dondolo, Inc. ([www.jbdondolo.org](http://www.jbdondolo.org)) which fights poverty in underserved communities (USA & Africa). Lumbie is a philanthropist, TEDx volunteer, and an active advocate for the Empowerment of Women and Youth. Also, she is very passionate about equipping women and youth with the knowledge and skills they need to become effective in their communities. Lumbie has been featured in numerous media outlets including Voice of America (VOA), Texas Woman's University Women Who Lead, Forbes, The Globe and Mail, and Good Morning Texas. Also, Lumbie is a student of Larry King.

She has over 21.6K engaged followers on Instagram. @equanimitywash

## Bonang Dorothy Matheba - Event Host

International superstar **Bonang Dorothy Matheba** is a South African television presenter, radio personality, businesswoman, producer, actress and philanthropist. She is known for her flamboyant presenting skills and her signature voice. She presented the SABC 1 music show LIVE (now Live Amp) which built her spotlight in the industry. She is also known for being the first black South African to be featured in numerous magazines. Bonang has over 2.6 Million heavily engaged Instagram followers. @bonang\_m

<https://bonangmatheba.com>



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# Our People

## Pavlina Osta - Event Host



A radio personality and Executive Producer for Salem Media Group, and host of the syndicated broadcast, "Pavlina's Kidz Place." An accomplished classical ballet dancer and recipient of five Gracie Awards in four consecutive years. After gaining experience as an interviewer and journalist for local radio stations (WAPN, Holly Hill, Florida; WAPB, Madison, Florida; and WELE, Ormond Beach, Florida), she began a YouTube channel and became syndicated on 24 stations. Pavlina has interviewed over 600 public figures, including actors, musicians, politicians, athletes, and other celebrities. Pavlina has over 34K engaged followers on Instagram. @pavlinaosta

## Cynthia Bailey- Keynote Speaker

Cynthia Bailey is an American model, reality television personality on Real Housewives of Atlanta (RHOA), and actress. She has appeared as a model in various magazines and advertising campaigns. She has also worked as a runway model in Paris and Milan, and has acted in films, including Without You I'm Nothing (1990) and For Love or Money (1993). She has over 2.4 Million heavily engaged Instagram followers. @cynthiabailey10



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# Our People



## Rev. Al Sharpton - Award Presenter

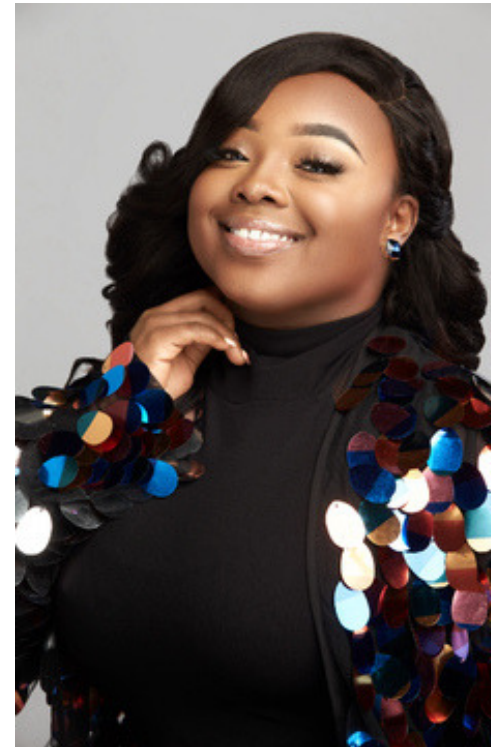
An American civil rights activist, Baptist minister, television/radio talk show host and a former White House adviser for President Barack Obama. In 2004, he was a candidate for the Democratic nomination for the U.S. presidential election.

Al Sharpton has over 216K engaged followers on Instagram. @real\_sharpton



## Jekalyn Carr- Performer

A GRAMMY®, Two-Time Billboard Music Award nominee and GMA Dove Award winning independent recording artist, profound speaker, entrepreneur, actress, and author. Jekalyn made her television acting debut with a featured role on the television series Greenleaf on OWN Network. Most recently, she was featured in the movie “Never Heard”. Her burgeoning national acclaim was evinced when she received the distinct honor of being named a POWER 100 by Ebony Magazine as one of the most influential people in the world. She was on the same list as Beyonce, LeBron James, and Quincy Jones to name a few. Jekalyn has over 430K engaged followers on Instagram. @jekalyncarr

The logo for EQT, with 'EQ' in dark blue and 'T' in orange.

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# Our People



## Tshepang Nare - Award Presenter

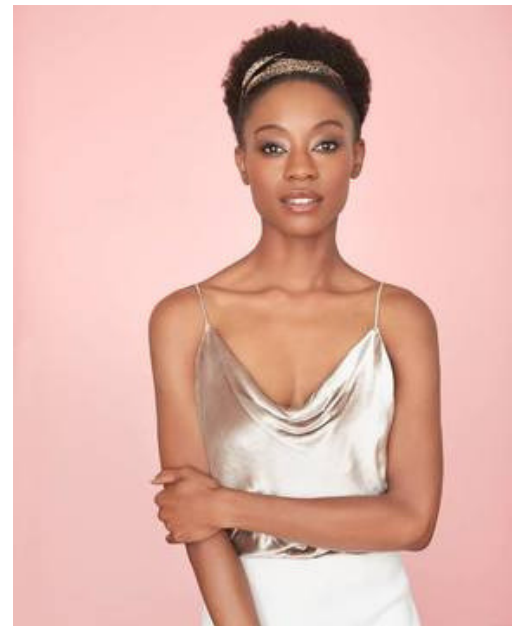
A humanitarian and a professional administrator in the healthcare industry, Tshepang is passionate about health and fitness. She is currently stationed in Dubai where she built a hospital.

Tshepang has over 11.9K engaged followers on Instagram. @tsewarona



## Sibongile Mlambo- Red Carpet Host

Actress based in Los Angeles, known for her roles as Angela in Lost In Space (Netflix), Mermaid in Siren (Freeform), Macgyver (CBS), Teen Wolf (MTV), Black Sails (Starz). Her film credits include Message From The King (Netflix) with Chadwick Boseman (Black Panther), Under the Silver Lake with Andrew Garfield & Riley Keough, The Last Face directed by Sean Penn with Charlize Theron & Javier Bardem and as the fiery dancer, Ishani in Universal's Honey 3. Sibongile has over 29K engaged followers on Instagram. @sibongile

The logo for EQT, with the letters 'E' and 'T' in dark blue and the 'Q' in orange.

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# Our Media Reach

Using the celebrity status of our star presenters to leverage media coverage of the Equanimity Awards Gala, approximately **7 million media impressions** are generated by this global event.

Our presence in a major media marketplace (Dallas/Ft. Worth) ensures a broad, multiethnic, multicultural audience of both genders that draws from a wide range of income levels, social and political backgrounds.

Our media exposure is year-round, with media saturation reaching its peak 1-2 weeks prior to the event, and post-event exposure extending beyond 2 months.

Equanimity Awards events have been showcased on local and national media by the following outlets:

## Television:



## Radio:



## Print:





# Youth Impact & Growth

**2 Bros. in the Kitchen** (@2BrosITK) don't just want a world filled with people who have with happy taste buds. They want people to have happy stomachs and hearts too! That's why @2BrosITK partners up with not-for-profit organizations to provide meals for the homeless, toys for children, and funds for medical care.

To date, they have donated over \$700, two hundred meals, and countless desserts to charities. They are young, book smart, and making a positive impact in the communities they serve! Check them out at <https://2brositk.com>



Standing with  
**SUCCESS**



**EQT**

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# Be a Sponsor: Collaborate and Grow

As a sponsor of the Equanimity Awards Gala, your support is heavily leveraged. Not only will your tax-deductible donation support the J.B. Dondolo charity, but by underwriting the awards gala, you are supporting each of the causes that the awards shine a spotlight on.

Here are some of the assets of the Equanimity Awards Gala:

## ***Marketing Opportunities***

- Event and pre-event naming opportunities
- Name and logo in press releases and event programs
- Signage at the event
- Recognition by event speakers from the podium
- Press/Media coverage opportunities
- Recognition at our event website ([www.eqawards.com](http://www.eqawards.com))
- Brand promotion with Equanimity blog and its readership
- Brand promotion at **event social media pages:**

**Facebook:** @eqwards @jbdondolo

**Instagram:** @equanimitywash @jbdondolo

**Twitter:** @jbdondolo



## ***Event Benefits*** – for our sponsors in return for their sponsorship

- Tickets to the event and to any VIP receptions at the event
- Reserved tables at the event
- A sponsor representative can be an event chair or co-chair
- Award Presenter opportunity
- Commercial on screens
- Vendor table to promote product(s)
- Stage presence to highlight your brand
- Promotional materials included in gift bags

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# Ways to Sponsor

## *Elevate Your Brand at the EQ Awards Gala!*

Join the movement to **Collaborate and Grow** - become a sponsor of the Equanimity Awards Gala! Circulate your brand identity in profitable arenas and help those in need at the same time.

**Design your own sponsorship by choosing from among our event assets**, or be really creative and come up with your own way to promote your brand!

Here are some suggested sponsorship categories and their prices:

### Major Sponsorships:

Title Sponsor	\$20,000
Presenting Sponsor	\$15,000
Supporter	\$10,000

### Current 2019 Sponsors:

HOLLYWOOD  
UNLOCKED

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### Category Sponsorships:

Hotel Sponsor	\$1,000 + comp rooms
Decorations sponsor	\$2,000
Stage sponsor	\$2,000
Official Podium sponsor	\$1,000
Entertainment sponsor	\$2,000
Official Volunteer sponsor	\$5,000
General Gift Bag Sponsor	\$2,500
Soft Drink Sponsor	\$1,000 + product
Wine/champagne Sponsor	\$1,000 + product

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