

SPONSORSHIPS DECK

Prepared by



HOMECOMING & GRADUATION

Partners & Sponsors

CLASS OF 2022

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THE MOST INFLUENTIAL VOICES IN BEAUTY EDUCATION

STYLE MOBB UNIVERSITY THE WORLD'S 1ST
HBCU BEAUTY SCHOOL



IMMERSIVE ENGAGEMENT

We provide the trends our fans need. The events they love. The social interaction they crave. The beauty tips they can't live without. Original, premium content, made available everywhere, on every device, every Major city across the US and International . Meet our audiences on their time.



TRUSTED INFLUENCE

Our followers, our students and our communities, connect deeply with talent they trust and know. Coming from voices our communities rely upon, your messages have real impact, and spark real action



EXCEPTIONAL RESULTS FOR BRANDS

Innovation secures our leadership position in the beauty universe. First party data fuels our deep understanding of our audience and drives effective advertising campaigns for our partners. Dynamic innovation and powerful analytics fuel creative and smart solutions that drive measurable results for brands.

STYLE MOBB UNIVERSITY

THE WORLD'S 1ST HBCU BEAUTY SCHOOL

100%

Atlanta
ULTIMATE WOMEN'S EXPO

sheen
MAGAZINE

Let the
World Cie
PRODUCTIONS

V-103
THE PEOPLE'S STATION

Red Oak
DISTRICT
EST. 1849



INTEGRATED PLATFORM

STREAMING, SITES & SOCIAL

Social Media Marketing Display Ads
Video
Email
E-Commerce

BROADCAST

Personality Endorsements, Branded Content
In-school & online shows Integrations
Contests and Promotions

100%

Reaching our
total audience
wherever they
are, however
they choose to
connect.

EVENTS & EXPERIENCES

Events ,Live Podcast, Shows
Retail Activation



ATLANTA'S PREMIER BEAUTY SCHOOL

STYLE MOBB UNIVERSITY THE WORLD'S 1ST
HBCU BEAUTY SCHOOL



FORMAT
HBCU

TARGET DEMO
AGES 17 - 54

SOCIAL FOLLOWERS
100,000

DATABASE
22,358

SALES

Generate quality traffic from customers. Increase sales by putting your business's logo & ad in the hands of ready buyers and supports.

INVESTMENTS

Quality Investment for marketing come from identifying your business audience. SMU's fan base range from 11 - 65 years old men and women.

AWARENESS

Style Mobb University is currently the fastest growing Cosmetology School in North America, with local and international male and female students.

BRAND AWARENESS

Sponsoring SMU's events is a proven way to reach a target audience and increase brand awareness. Partnering with us entitle your company to exclusive face to face time with attendees and students of our Class of 2021, 2022 & 2023 Homecoming Week and Graduation. Great brands are fully aware of the positive benefits afforded them through aligning themselves with causes and events that reach their target audiences.



WHY SPONSORSHIP'S WITH SMU?

- "Good Neighbor": Consumers love seeing businesses investing and contributing to the community's economic growth!
- Competitor Differentiation: Set your company apart from your competitors.
- Enhance Relationships: Our Sponsorships offer companies perks such as VIP seating, exclusive tickets, priority scheduling and on going marketing.



Partner Sponsor \$3500

Customized Branding & Marketing experience that creates to your company needs!

Diamond Sponsor \$1500

~VIP Sections ~ Speech During graduation ~Logo & Banner link to company's on website
 ~Company Banner display during HomeComing Week, Summer Graduation & Graduation After-Party ~Vendor's Table during HomeComing Week and Graduation ~Logo recognition on printed materials ~Stage promo during HomeComing Week Hair Battle Saturday July 9, 2022

Gem Sponsor \$650

~Logo Recognition on website ~Company Banner at SMU's HomeComing Week ~Vendor's Table during HomeComing Week ~Logo recognition on printed materials ~ On Stage Promotion during HomeComing Hair Battle July 9, 2022

Vendor Sponsor \$250

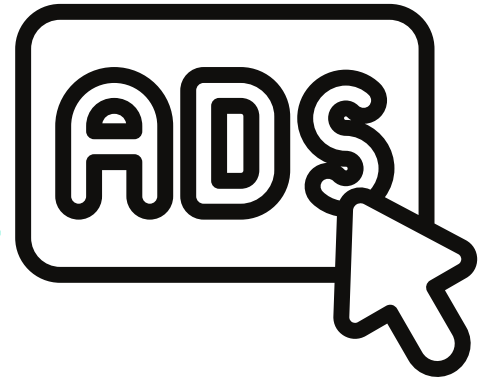
~Company Banner at SMU's HomeComing Week Hair Battle Day ~Vendor's Table during HomeComing Week Hair Battle Day ~ Shout-out during HomeComing Week and Graduation

More info: info@stylemobbuniversity.com or

404-343-3223

purchase sponsorship: StyleMobbUniversity.com

yearbook



Here are the Top Ten Reasons to Buy a Yearbook Ad:

10. Yearbook ads last a lifetime. People will still be turning to your ad in 100 years from now.
9. It helps keep the costs of yearbooks lower, so more students can afford a yearbook.
8. It shows your customers you support local beauty school.
7. It sets a good example for other businesses.
6. It makes a lasting impression on the yearbook staff.
5. It's inexpensive. You won't find a better price for a glossy, colorful ad with free design services. Plus, it's tax deductible!
4. It's easy—just give us a card, artwork, photo, or idea, and we'll build the ad.
3. It's a great chance to show off your support. Lots of businesses feature photos of their business and family.
2. You're helping to support the yearbook class, a great educational opportunity for our students to learn about publishing, marketing, and more.
1. You love Style Mobb University

For more information, just contact any yearbook staff member or send us an email at info@stylemobbuniversity.com

FULL PAGE AD \$250
HALF PAGE AD \$150
BUSINESS CARD AD \$100

ORDER ONLINE
WWW.STYLEMOBBUNIVERSITY.COM

