

Elev8 Villages National Tour

Sponsorship Proposal

40+ cities. Over 5 million impressions.

Real human connections.



“Join us as we turn
highways into hope and
impressions into impact.”

--Melissa, Founder



Elev8 Villages

- **Our Mission:**

Transform the futures of youth aging out of foster care through housing, mentorship, and opportunity.

- **Our Method:**

A National Tour that activates communities, builds awareness, and puts in motion a culture of belonging.

- **Our Invitation:**

Sponsorship puts your brand at the center of a national movement, delivering impact, visibility, and trust.



Connect with our audience

**Connect with affluent, socially
conscious changemakers.**



Our Reach at a Glance

5 Million+ Impressions in Year 1

Projected across 40+ U.S. cities through live events, digital presence, and national media.



In Person Connections:

- Attendees: 19,000+ at Community Events and Circles of Belonging
- Spectators: 2.8M roadside & highway impressions from wrapped Motorhome
- Foot Traffic: 200,000+ across tour stops, conferences, and activations
- Participants: 5,000+ engaged directly in tour activities/workshops



Digital Impressions →



Digital Presence Local and National Media

- **Social Media Reach: ~2.96M impressions**
 - (daily shorts + posts on YouTube, TikTok, Instagram, Facebook)
- **Viewers: 500,000+ via YouTube + TikTok (documentary + long-form)**
- **Listeners: 100,000+ podcast & media interviews**
- **Web Traffic: 150,000+ visits projected during tour**

Meet Our Audience....

*Demographic Data acquired from current subscribers and donors.
We're proud to have an email open rate of 63%*

About Our Audience

*This is the influential, values-driven audience
your brand will connect with nationwide.*

- 70% Female / 30% Male
- Core Age: 37–65
(values-driven professionals,
creatives, entrepreneurs)
- Household Income: \$120K–\$250K+
- Bachelor's Degree or Higher
- Homeowners, Family-Oriented
(1–3 children, often grown)

- Purpose-Driven & Socially Conscious**
They support causes that match their values
- Social Platforms:**
*Active on Instagram & Facebook,
growing on LinkedIn & TikTok*
- Travel & Experiences:**
Choose cause-driven trips, retreats, and events
- Brand Loyalty:**
*Prefer ethical, purpose-led brands
(Patagonia, KIND Snacks, TOMS, Apple)*

Lifestyle & Spending Power

How Our Audience Will Invest in the Next 18 Months:

- Trips & Social Impact Travel
 - *(they prioritize experiences with meaning)*
- Courses & Personal Growth Retreats
 - *(they are continuous learners, they invest in themselves)*
- High-Quality, Ethical Consumer Goods
 - *(they are willing to pay premium for integrity)*
- Concerts, Arts, & Fundraisers
 - *(they engage in cultural + community events)*
- Cause-Driven Giving
 - *(they actively donate, mentor, and volunteer)*

Deeana, RN

Compassionate Connector

- **Age:** 62 | **Income:** \$135K
- **Family:** Married - grown children
- **Education:** Master's Degree
- **Location:** Suburban U.S.
- **Wants:** Purpose-driven community, causes she can trust, visible impact.
- **Frustrations:** Hard to find causes that match her values; feels disconnected from “real impact.”
- **Why She Loves Elev8:** Believes belonging is a human right; sees Elev8 as visionary and trustworthy.
- **Preferred Brands:** Lululemon, KIND Snacks, Gucci, Stella McCartney.





Marcus, MBA

Purposeful Professional

- **Age:** 45 | **Income:** \$250K+
- **Family:** 2 children ages 7 and 10
- **Career:** Consultant / Corporate Leader
- **Location:** Urban U.S.
- **Wants:** To blend career success with purpose, meaningful causes, and experiential giving.
- **Frustrations:** Overloaded with “token” CSR asks; seeks movements with credibility.
- **Why He Loves Elev8:** Tour shows real human stories; national visibility gives him confidence Elev8 is scaling.
- **Preferred Brands:** Southwest Airlines, Apple, REI, Tesla.

Your Brand

Elevated Through Creative Activations

*On a year-long national tour, the opportunities to tell your story are **endless**.*

We don't just place logos, we design experiences that make your brand unforgettable.



Turn Impressions Into Leads

Engage our audience with interactive opportunities that capture real data and build long-term relationships.



Examples:

- QR codes on the RV and tour signage → direct to your landing page.
- Polls, contests or giveaways co-branded with your products.
- Opt-in campaigns that gather emails, phone numbers, and social follows.

Tell Your Story With Us

Authentically showcase your brand values through content, events or media moments that resonate with our shared audience.



Examples:

- Co-created video series or documentary features during the tour.
- Live event storytelling through innovative events (how do you want your brand to make people feel?)
- Blog posts, social content, and PR featuring your company's role in the movement.

Put Your Product in Their Hands

From tour stops to community gatherings, sponsors have the chance to let our audience experience their products firsthand.



Examples:

- Sampling stations at events.
- Products distributed at Circle of Belonging gatherings.
- Branded swag bags for attendees, volunteers, and partners.

All national sponsors receive this core package of benefits designed to maximize brand exposure nationwide.

Logo Placement → prominently displayed on our tour motorhome and event banners.

Social Media Mentions → featured across Facebook, Instagram, TikTok, LinkedIn, and YouTube.

Website Feature → your company highlighted on our dedicated sponsor page.

Event Branding → recognition at Circles of Belonging events, community gatherings, and tour stops.

PR & Media Mentions → inclusion in press releases, interviews, and promotional campaigns.





Multiple Ways to Partner with the Elev8 Tour

From single events to coast-to-coast exposure, we'll design the right fit for your brand.

Options to Consider:

Event Sponsor → Spotlights at one of our Circles of Belonging or local gatherings.

Regional Partner → Visibility across multiple tour stops in your key markets.

National Partner → Maximum impact with branding, storytelling, and activation coast to coast.

*Every package is co-created with you.
Let's build an activation that fits your goals, budget, and brand story.*

Strategic Partnership Designed Around You

We don't do cookie-cutter packages.

Instead, we co-create activations that help you reach your audience, solve your marketing challenges, and elevate your brand story across a national stage.

We start by listening.



We want to know:

- Your marketing goals
- Your customer challenges and
- What a true win would look like for you

Then, together, we'll design an activation that makes your brand shine while connecting authentically with millions of values-driven consumers nationwide.



Let's Build Futures Together

Your sponsorship isn't just support for a tour, it's fuel for a movement of belonging, regeneration, and impact.

Let's explore how we can create measurable results for your brand while transforming the lives of youth aging out of foster care.



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