



Sponsorship Opportunity

Join Us for The B.I.G. Culture Exchange - An Elevated Night of Fashion, Wellness & Community

On behalf of **TransformaWell** and our partners **People of Culture**, I am writing to invite you to join us as a **valued sponsor** of our **new and exciting** gala fundraiser!

About TransformaWell

TransformaWell is a 501(c)(3) nonprofit organization dedicated to improving community health and wellness through empowerment, education, and community outreach. According to the Centers for Disease Control and Prevention, 6 in 10 Americans live with at least one chronic condition, including diabetes, obesity, high blood pressure, or heart disease. Our mission is to address this issue by teaching effective chronic disease prevention strategies through community outreach and collaboration with local organizations. TransformaWell provides wellness programming, curricular materials, and health resources for youth and adults.

About People of Culture

People of Culture is a 501(c)(3) nonprofit organization dedicated to providing a platform for minority communities to tell their diverse stories through art, lifestyle, music, fashion, and technology. They aim to create an ecosystem where artists, entrepreneurs, and visionaries are seen, heard, and supported as well as to champion authentic expression and community connection.

Introducing The B.I.G. Culture Exchange

Chicago Fashion Week, October 17, 2026 from 5pm-9pm at Vjosa Cafe, 1010 W. 35th Street, Suite 102, Chicago, IL 60609.

Join us for a night of:

- **Bold fashion and creativity** in a stunning runway fashion show
- **Musical performances** from top local talent
- **Shopping local** fashion and wellness business vendors
- **Delicious Bites**

- **Clean Beauty Activations**
- **Connecting and networking** with professionals and creatives
- **Supporting** community wellness and the arts ecosystem

This unforgettable event will be hosted during Chicago Fashion Week in October 2026, drawing in an expected crowd of 150-200 professionals and creatives.

Why We Need Your Support

Your sponsorship will enable TransformaWell to:

- Develop educational resources and programming that promote healthy habits and chronic disease prevention.

Expand wellness initiatives benefiting more youth and adults in need of these valuable resources.

And People of Culture to:

- Create events that provide a platform for our community to tell their diverse stories through art, lifestyle, music, fashion, and technology.

Develop programming for teens and young adults to learn creative skills.

By partnering with TransformaWell and People of Culture, you will not only demonstrate your commitment to community wellness but also a commitment to fostering our arts and culture ecosystem. We offer various sponsorship levels and recognition opportunities, including featuring your organization in our program materials, social media acknowledgments, & more.

Sponsorship Opportunities

Foundation Sponsor - \$2,500+

Recognition:

- Spotlighted in both organizations email newsletter and social media across 10,000+ followers.
- Inclusion on the sponsor section of the project's webpage (logo/name).
- Logo placement on promotional materials (flyers, step and repeat banner).
- Vending or Resource Table at the event.

Engagement:

- Opportunity to provide branded promotional items to participants.
- Promotion on program brochure.
- 2 VIP tickets to the event.

Momentum Sponsor - \$5,000+

Recognition:

- Inclusion in press releases and media outreach.
- Spotlighted in both organizations email newsletter and social media across 10,000+ followers.
- Inclusion on the sponsor section of the project's webpage (logo/name).
- Logo placement on promotional materials (flyers, step and repeat banner).
- Vending or Resource Table at the event.
- Prominent logo/name placement at the event on projector during the show.
- Announcement of your sponsorship during the event.

Engagement:

- Opportunity to provide branded promotional items to participants (e.g., reusable shopping bags, merch).
- Inclusion in a sponsor spotlight article in our newsletter, showcasing your organization's commitment to the community.
- Promotion on program brochure.
- 4 VIP tickets to the event.

Catalyst Sponsor - \$10,000+

Recognition:

- Inclusion in press releases and media outreach.
- Spotlighted in both organizations email newsletter and social media across 10,000+ followers.
- Inclusion on the sponsor section of the project's webpage (logo/name).
- Logo placement on promotional materials (flyers, step and repeat banner).
- Vending or Resource Table at the event.
- Prominent logo/name placement at the event on projector during the show.
- Custom social media posts highlighting your support (across multiple platforms).
- Announcement of your sponsorship during the event.
- Prominent positioning in press releases related to the gala.

Engagement:

- Opportunity to provide branded promotional items to participants (e.g., reusable shopping bags, merch).
- Inclusion in a sponsor spotlight article in our newsletter, showcasing your organization's commitment to the community.

- Promotion on program brochure.
- Speaking opportunity at the event (2 minutes).
- 6 VIP tickets to the event.

Additional Benefits

- **Customized Packages:** We can tailor sponsorship packages to suit your organization's specific marketing and community outreach goals.

In-Kind Contributions: We welcome donations of goods or services which can also translate into a sponsorship-level valuation.

Let's Connect

If you have any questions or would like more information on how to become a sponsor, please contact: **Tramayne:** (773) 786-8121 | tramaynebutler@transformawell.org

Together, we can empower the next generation to lead healthier, happier lives. We appreciate your time and look forward to the possibility of working with you in this essential endeavor.

Sincerely,

Tramayne Butler DeLong, PhD

Executive Director

TransformaWell

<https://www.transformawell.org>

Mayo Clinic Certified Wellness Coach

<https://www.Transformawell.org>