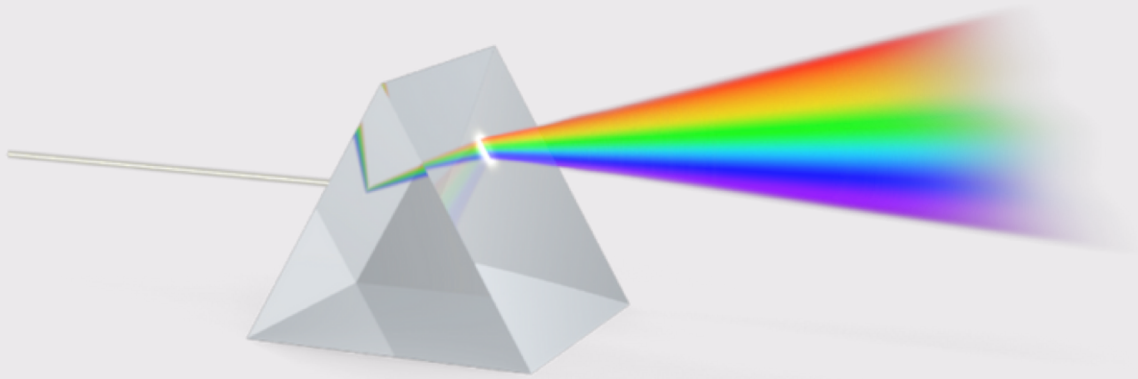




Alumni & Business Club



Sponsorship Proposal

2022



About Us

The HSA Alumni & Business Club was founded with a vision to help Happiness Studies Academy's students and graduates in their journey to impact their communities and clients by creating and spreading the Happiness Revolution around the world.

We are a diverse group of committed people who got together to create a platform for networking, shared resources, best practices, ideas, and more.

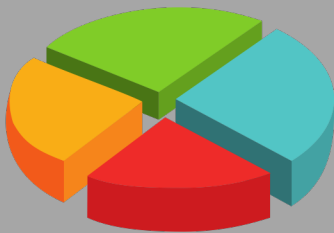
This platform provides opportunities for all members to share their knowledge, experience, skills, and gifts with each other and the world.

It also supports graduates in developing and expanding their businesses based on the Happiness Studies Academy teachings by providing them with business education, courses, mentoring, and exclusive growth and business opportunities.





Some Statistics About The HSA Community



International Community With One Goal

HSA's international community (over 60 countries) is composed of around 2,000 students and alumni who work together to make significant changes in the field of happiness. Half are from the US with a significant minority from China.

Gender and Age

80% of HSA participants are women, while 20% are men. The average age is 46.

Education and Status

A high percent of HSA participants have higher education degrees and represent an above-average socioeconomic status.



Sponsorship Packages

Signature

Supporters

Friends

Benefits of Becoming a Sponsor

Visibility

Brand Awareness

Long-term Relationship

Brand Positioning

Target Audience

Outreach



Signature Sponsor

Limited to One

Investment: \$5,000

Description

The most prominent sponsor of the HSA Alumni & Business Club will always stand out from the rest of the sponsors.

Benefits throughout 2022

- Linked logo on the website homepage.
- Logo in newsletters.
- 1 sponsored challenge.
- 1 sponsored webinar (5-minute presentation).
- 1 sponsored giveaway.
- 2 free club memberships.

Year-End Event, Virtual, December 2022

- Sponsor's logo in event communications.
- Acknowledgment during the event.

HAPPYNING Event, In-Person Miami, March 17 & 18, 2022*

- Logo as a part of the event logo, in most communications, digital event program, event webpage, front of staff T-shirts, and stage.
- 1-minute video presentation.
- 1-minute speech.
- 2 tickets to the cocktail event on March 18 and an opportunity to make a toast.
- Up to 100-word description in the digital event program.
- Display table and roll-up banner in the event area.
- Option to include products in the goodie bags.
- Certificate of appreciation.

* Materials need to be delivered by the end of February.

Supporters

Investment: \$1,500

Description

Will appear in most of the communications of the HSA Alumni & Business Club among other sponsors.

Benefits throughout 2022

- Linked logo on the website homepage.
- Logo in newsletters.
- 1 sponsored giveaway.
- 1 sponsored business-related webinar (5-minute presentation).

Year-End Event, Virtual, December 2022

- Sponsor's logo in event communications.
- Acknowledgment during the event.
- 1-minute video presentation.

HAPPYNING Event, In-Person Miami, March 17 & 18, 2022*

- Logo in most communications, front of staff T-shirts, digital event program, event webpage, and stage.
- 1 ticket to the cocktail event on March 18.
- Display table in the event area.
- Roll-up banner in the event area.
- Option to include products in goodie bags.

* Materials need to be delivered by the end of February.

Friends

Investment: \$550

Description

Will appear in most of the HSA Alumni & Business Club communications among other sponsors.

Benefits throughout 2022

- Linked logo on the website homepage.
- Logo in newsletters.
- 1 sponsored giveaway.

Year-End Event, Virtual, December 2022

- Sponsor's logo in event communications.
- Acknowledgment during the event.

HAPPYNING Event, in-person Miami, March 17 & 18, 2022*

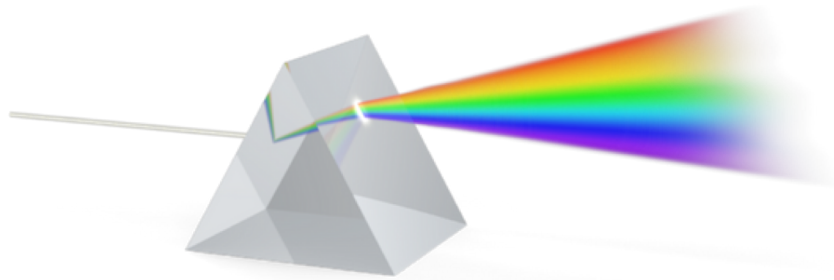
- Logo in most communications, back of staff T-shirts, digital event program, event webpage, and on stage.
- 1 ticket to the cocktail event on March 18.
- Roll-up banner in the event area.
- Option to include products in the goodie bags.

* Materials need to be delivered by the end of February.

They trust us!



Thank you!



HSA

Alumni & Business Club

Contact Us

[**events@hsabusinessclub.com**](mailto:events@hsabusinessclub.com)



hsabusinessclub.com