
Youth To The People: marketing partnership

**By: Cole Dickey, Kyiah Ullmann, Kiley
Peterson, Grace Gaume**

Local Market Sponsorship / Activation Plan

Goals: The goal for our sponsors and partners is to create brand awareness and more loyal consumers that truly enjoy our brands products and would be more likely to purchase products in the future. With partnering with a music festival and a luxury spa, a variety of people will be exposed to the brand and their products and become long- term consumers.

Connecting With Sponsors & Partners

The Umstead

The Umstead is a Luxury spa in Raleigh, North Carolina that would provide a sponsorship opportunity for YTPP. They would be able to carry our line of products and use them in their facial services. They would also be able to sell them to the customers that come to their spa.



Cole Dickey

The Umstead Spa Sponsorship Package E...

To: & 5 more

Sent - Yahoo! 1:59 PM

[Details](#)

Hello, my name is Cole Dickey and I am a Journalism student at the University of Kansas. My final project for my JMC 320 Digital Marketing, Advertising, and PR class involves developing a market activation plan. As part of this project, my group identifies potential sponsorship and partnership opportunities. I would be grateful if we could schedule a meeting to discuss the various sponsorship packages your festival offers to prospective sponsors.

Over the past semester, we have been researching the brand Youth To The People. Youth To The People is a skincare brand that is deeply committed to providing high-quality, vegan products that are good for your skin and the planet. Their products are formulated with superfood ingredients that are packed with antioxidants and nutrients, and they are never tested on animals. Youth To The People partners with brand ambassador and musician Omar Apollo. Youth To The People is rapidly growing with a loyal following, is committed to sustainability, and is values-driven. We believe a sponsored Omar Apollo performance at Dreamville Music Festival could expand the festival's demographic, subsequently increasing sales of the festival. Youth To The People products could be available to purchase at the show as well. We are eager to learn more about your organization and how we can collaborate to achieve our shared goals. Please feel free to contact us at your convenience to schedule a meeting to discuss a potential partnership.

Once again, we are not employed by Youth To The People, we have spent the semester conducting in-depth research on the brand as part of our JMC 320 Digital Marketing, Advertising, and PR course. Engaging with industry professionals about potential partnerships will provide us with invaluable real-world experience and insights into the process of forging successful brand collaborations.


Thank you for considering Youth To The People as a potential sponsor or partner. We look forward to hearing from you soon!

Best regards,
Cole Dickey, Grace Gaume, Kiley Peterson, Kyiah Ullmann, Grace Virgillito

Dreamville Music Festival

Dreamville Music Festival is a large festival in North Carolina that features several huge artists like SZA and J. Cole. For a partnership opportunity, YTTP's brand ambassador Omar Apollo could perform at the Festival, and direct the audience to the YTTP pop-up-shop that is on the grounds of the festival.

Dreamville Music Festival Sponsorship Information Inbox x 🖨 📧

 **Gaume, Grace Elizabeth** <grace.gaume@ku.edu> Wed, Nov 29, 2:57 PM (6 days ago) ☆ ↶ ⋮
to sponsorship@dreamvillefest.com, dickeycole55@gmail.com, me, krpeterson02@gmail.com, kyiahullmann@gmail.com ▾

Hello, my name is Grace Gaume and I am a Journalism student at the University of Kansas. My final project for my JMC 320 Digital Marketing, Advertising, and PR class involves developing a market activation plan. As part of this project, my group is tasked with identifying potential sponsorship and partnership opportunities. I would be grateful if we could schedule a meeting to discuss the various sponsorship packages your festival offers to prospective sponsors.

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Best regards,
Grace Gaume, Cole Dickey, Kiley Peterson, Kyiah Ullmann, Grace Virgillito

↶ Reply ↶ Reply all ↷ Forward

Sponsor & Partner Evaluation

THE UMSTEAD HOTEL AND SPA

PACKAGE

BASIC

\$500

Your product will be apart of our De La Terre Experience using the sponsored products. The products will focus on synthetic-free and gluten-free, vegan and organic.

you will get

Basic Expo Table

Social Media Mentions: 2

Logo on: Event Page (1)

Signage

A/V

PACKAGE

STANDARD

\$750

Your product will be apart of our 60 minute Umstead Classic Facial using the sponsored products. The products will focus on lifting the skin, this facial addresses signs of aging.

you will get

Standard Expo Table

Social Media Mentions: 4

Logo on: Event Page (2)

Homepage Promo

Email Promo

PACKAGE

PREMIUM

\$990

Your product will be apart of our enhanced 80 minute Umstead Classic Facial using the sponsored products. The products will focus on lifting the skin, this facial addresses signs of aging.

you will get

Premium Expo Table

Social Media Mentions: 6

Logo on: Event Page (4)

Homepage Promo and Verbal Recognition

Email Promo and Promo Items Placed

MUSIC FESTIVAL

North Carolina

DREAMVILLE MUSIC FESTIVAL

PACKAGE

GOLD

\$20K

Main Stage Naming Rights

Assigned Tent Area with separate Vendor Village

20 VIP passes

All Signage Provided

Designated Parking Area

PACKAGE

SILVER

\$10K

Party Stage Naming Rights

Assigned Tent Area with access to North Vendor Village

5 Vip & 10 GA Passes

Three Banners Provided

15 Parking Passes Provided

PACKAGE

BRONZE

\$2.5K

Naming Rights to one Vendor Village

Access to Vendor Village

5 General Admission Passes

One Banner Provided

General Admission Parking

Umstead Luxury Spa

Umstead Luxury Spa is in Raleigh, North Carolina. This would be a great partnership because it offers a luxury spa experience. With a partnership, YTTP can showcase their products with the spa and allows customers to see how they will benefit them and the environment. Umstead has organic botanical treatments to a signature product line and draws inspiration from NC while celebrating nature and serene wellness in a woodland setting. The best package would be to combine Umstead's treatments and YTTP's products and create a collaboration. The three packages range in price: basic (\$500), standard (\$750), and premium (\$990). The investment level would be higher to allow customers to sign up through the spa, but offers would only stand if they engage with the posts. The greatest assets that will be received are brand awareness being spread and the huge availability of branded products through the pop-up shop and using the products at the spa.

Dreamville Music Festival

Dreamville Music Festival is held in Raleigh, North Carolina in April. This would be a great partnership opportunity for YTTP because their brand ambassador, Omar Apollo is a popular musical artist who brings people to the brand. This would provide an opportunity for Omar Apollo to be showcased on a big stage and let even more people have exposure to the brand. The best package for our brand is the Gold package. This package would provide for the main stage to be named after the brand and it would have an even greater impact of Apollo performing on a stage named after the brand. It would also allow YTTP to have their own area for a pop-up shop for branded products. The investment level is high at \$20,000, but with the amount of brand recognition this event would provide for the brand and the availability for a pop-up shop, this would be a great opportunity. Since the festival is only two days, the time commitment is not too high either. The greatest assets that will be received are brand awareness being spread and the huge availability of branded products through the pop-up shop.

Social Media: Poster lineup for Dreamville Website



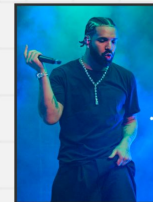
J.Cole



Usher



Summer Walker



Drake

DREAMVILLE 2024

**SPECIAL GUEST
OMAR APOLLO FT.
YOUTH TO THE
PEOPLE**

**ENTER FREE
GIVEAWAY**



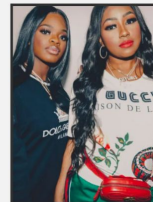
**FROM 6TH TO 7TH APRIL
GATES OPEN AT 5:00 P.M**



Omar Apollo



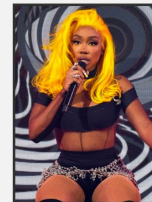
Young Thug



City Girls



Lil Durk



SZA

**Youth To
The People
pop-up shop
located
Stage 3**

**Find more info
here:
<https://dreamvillefest.com/>**

Website: The Umstead Spa and Youth to the People Blog Post



The Umstead Spa &
Youth to the People

Take the Spa Home with You

Give the best treatment for your body, come to our beauty and spa center for a special discount treatment promo this week sponsored by Youth to the People.

FREE GIFT PRODUCTS

Our Service:

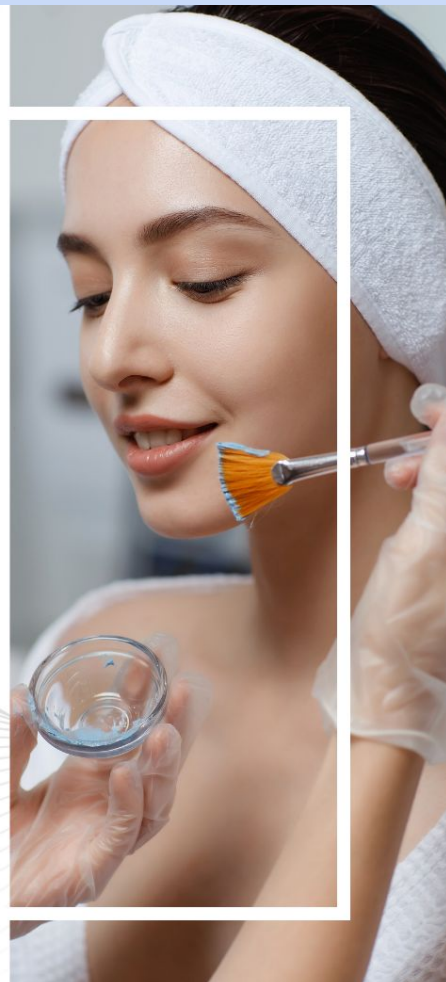
- Face treatment
- Lifting the skin
- Addresses signs of aging
- Massage

BOOK NOW






Contact Us


123-456-7890








Social Media: Youth To The People Instagram Post



 YouthToThePeople 



    
10,328 views

Youthtothepeople Feeling like you need some excitement in your life? Look no further! We have some fun events coming up for our Y.T.T.P. community.

- On April 6th and 7th, our very own brand ambassador Omar Apollo will be headlining at Dreamville Music Festival in Raleigh, NC!
- That same weekend a Luxury spa in Raleigh, The Umstead, will be incorporating Y.T.T.P. products in their different packages available for purchase!!

Head over to the link in our bio to read more about this fun-filled-weekend and all it entails. Be sure to also follow The Umstead and Dreamville Music Festival on their socials, also linked in our bio!!

Activation Plan

- Dreamville Music Festival
 - Pop-Up Shop
 - YTTP Products available for purchase outside Omar Apollo's Stage 3
 - IMC (Retail Activation)
 - Raffle Giveaway
 - Raffle tickets will be available for purchase with all proceeds going to the Youth To The People Fund. Winner will take home a Youth To The People Gift Set
 - IMC (Giveaway)
- Umstead Hotel and Spa
 - YTTP Facial
 - Youth To The People facials offered through the spa
 - IMC (Retail Activation)
 - Gift Bags
 - YTTP Facial customers will go home with gift bags containing YTTP samples
 - IMC (Consumer Promotion)