



PORT  
CITY

# Rip THE Runway

WINTER MARDI GRAS

SATURDAY  
JANUARY  
ELEVENTH

6PM DOORS OPEN  
FOR VIP @  
5:30PM

CFCC UNION STATION  
WINDELL DANIELS HALL  
502 NORTH FRONT ST

PLEASE CHECK OUR WEBSITE FOR GENERAL PRICING & VIP PRICING  
[PORTCITYRIP.THERUNWAY.COM](http://PORTCITYRIP.THERUNWAY.COM)

PRESENTED BY: BETTER IS POSSIBLE, CDC

Sponsorship Packet

# About

Wilmington, North Carolina is gearing up for one the most highly anticipated annual events to hit the city. The Port City RIP The Runway IX is taking place on Saturday, January 11, 2020. The fashion show extravaganza will be held again in beautiful and historic downtown Wilmington. The show is jointly produced by local influencers, Suprena and Brandon Hickman, also known as Team Hickman. Suprena started this event in 2012 in honor of Brandon's late mother Lillie Ann Heggins, who suddenly passed away in 2011. Her efforts were to help her husband heal and continue the legacy of Lillie Ann Heggins- who was an educator in the area for 40 years and upon retirement she continued educating the youth.

Port City Rip The Runway raises funds annually for the Lillie Ann Heggins Scholarship Fund-which sends high school graduates to college each year. The scholarship fund was created in honor of Brandon Hickman's late mother, Lillie Ann Heggins. She believed that every student should have an opportunity to go to college and further their education. Her unwavering dedication to education and exposing the youth to endless possibilities has been passed on and carried out through her children.

Each year, our goal is to increase the number of scholarship awards the Foundation is able to give to students. Since 2012, the Lillie Ann Heggins scholarship has sent 16 youth to college having contributed nearly \$8,500 in total scholarships. The recipients have been seniors going to college for the 1<sup>st</sup> time from New Hanover, Pender, and Brunswick counties in the underserved communities.

## Students have attended:

- Spellman College
- Morehouse College
- North Carolina A&T University
- North Carolina Central University
- Cape Fear Community College
- East Carolina University
- Winston Salem State University
- Princeton University
- Brigham Young University (Hawaii)

2020 - Goal \$10,000 in scholarships



# Founders

Suprena Hickman, a self-employed Registered Nurse, who owns a personal development and wellness company, is passionate about helping women and teen girls heal mentally, physically, and spiritually, and live a purposeful life. She also has a teen mentoring group called Girls Rocking in the South (GRITS) and an event based wellness group called Escape 2 Sisterhood- where she has done wellness retreats and offers life and health and life coaching to women and teen girls.

Brandon Hickman is a local radio programmer, motivational speaker, community leader and activist, and a philanthropist. He is passionate about educating and empowering the youth, He makes tours to local schools regularly. He is currently the program director for Cumulus Broadcasting- Coast 97.3 FM in Wilmington, NC. He is also a local DJ. Together, this husband and wife duo has been able to unite the community of Wilmington and create platforms of edutainment and empowerment for the city. They are able to do this with the assistance of their team called “Team Bigg”. These works are done within their organization called Better is Possible CDC, Inc., which is a 501c3 approved organization.



# Event

Port City RIP The Runway spotlights local DJs, stylists, designers, clothing stores and local celebrities from Wilmington and the surrounding North Carolina areas. The premier event continues to grow with each passing year. Thousands have attended in total over the past few years with attendees traveling from New York, Indiana, Texas, Maryland, Georgia, and various parts of North and South Carolina.

This year, we are bringing Mardi Gras to the Port City and we are excited about that as we continue our efforts in #UnitingTheCommunity! This event will also highlight First Responders and other medical professionals who have consistently provided outstanding care to their community. The Lillie Ann Heggins Scholarship Fund will continue it's efforts in allowing students interested in attending a trade school or community college to apply. Ms. Heggins would have definitely approve because Better is Possible! Many local "Who's Who" have graced the stage and have joined the team in efforts to make a statement of uniting the community and helping kids go to college.



# How Will Your BRAND Benefit As A Sponsor?

Participating in the Port City RIP The Runway fashion show will allow the participating SPONSOR(s) to position and align their brand with their targeted clientele in fashion, music and entertainment, while also increasing your brand's community relations and educational support. Our PR team will work with the SPONSOR to ensure the event will serve as a vehicle to enhance and expand on existing brand and promotional campaigns.

Our title sponsors contribute towards scholarship. Sending a Wilmington youth to college. Scholarships allow senior students funds to purchase books, and/or fill in the gap to pay for tuition, room and board

## EVENT DEMOGRAPHIC

### Gender

- Women 89%
- Men 11%

### Race

- African American 92%
- Other 8%

### Age

- 12-18 8%
- 18-34 70%
- 35-54 20%
- 55 & up 2%

Average Attendance: 500+

# Sponsorship Opportunities

## **HEGGINS STEM SCHOLARSHIP SPONSOR (Title) : \$7,500.00 (One available)**

- Logo inclusion on event red carpet step and repeat
- 2 Lillie Ann Heggins scholarships offered in your and foundation name**
- Brand mention in formal press release being distributed to press/media, industry executives and community officials
- Brand inclusion on all promotional and advertising materials (top of lines signage)
- Logo added to sponsorship page as listed as “title sponsor” on the official Port City RIP The Runway website
- Banner (provided by sponsor) on display at venue during the event
- DJ mentions as event “title” sponsor
- General projection of logo during the RIP The Runway show
- Script inclusion for your brand
- 60 second radio promotion on Coast 97.3FM
- Radio interview, joint ad promotions, and mentions**
- Brand inclusion throughout entire social media campaign
- Brand inclusion in official video recap
- Logo on T-shirts
- Booth space
- Brand mention in event press/media coverage
- Four (4) VIP event passes
- Brand promotional items included in VIP gift bags

# Sponsorship Opportunities

## **BETTER IS POSSIBLE Sponsor : \$5,000 (Two available)**

- ❑ Logo inclusion on event red carpet step and repeat
- ❑ Brand mention in formal press release being distributed to press/media, industry executives and community officials
- ❑ Brand inclusion on all promotional and advertising materials
- ❑ Logo added to sponsorship page as listed as “Bigg sponsor” on the official Port City RIP The Runway website
- ❑ Banner (provided by sponsor) on display at venue during the event
- ❑ DJ mentions as event “Bigg” sponsor
- ❑ 60 second radio promotion on Coast 97.3FM
- ❑ Brand inclusion throughout entire social media campaign
- ❑ Brand inclusion in official video recap
- ❑ Brand mention in event press/media coverage
- ❑ Three (3) VIP event passes
- ❑ Brand promotional items included in VIP gift bags or vendor benefits

## **BIGG Sponsor: \$2,500.00 (Three available)**

- ❑ Logo inclusion on event red carpet step and repeat
- ❑ Brand mention in formal press release being distributed to press/media, industry executives and community officials
- ❑ General projection of logo during the RIP The Runway show
- ❑ Brand inclusion on all promotional and advertising materials

# Sponsorship Opportunities

- Logo added to sponsor page on official Port City RIP The Runway website as a “participating” sponsor
- Banner (provided by sponsor) on display at venue during the event
- DJ mentions at event as “participating” sponsor
- 30 second radio promotion on Coast 97.3FM
- Up to 3 social media post during social media campaign
- Brand inclusion in official video recap
- Included in souvenir
- Vendor benefits
- Two (2) VIP event passes

## **PORT CITY Sponsor: 1,000.00 (Five available)**

- Logo incorporated on event red carpet step and repeat
- Logo added to sponsor page on official Port City RIP The Runway website as a “participating” sponsor
- General projection of logo during the RIP The Runway show
- One (1) social media post during social media campaign
- Brand inclusion in official video recap
- Vendor benefits (optional)
- Included in souvenir event program
- One (1) VIP event pass

## **PATRON: \$5-\$999**

- Contribute any amount towards
- Included in the souvenir event program



## 2019 Lillian Ann Heggins Scholarship Recipients

Better Is Possible, CDC

Post Office Box 415, Wilmington, NC 28402

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[www.betterispossible.org](http://www.betterispossible.org)