



TENÉ NÍCOLE
CREATIVE AGENCY

PRESENTS

support YOUR GIRLFRIENDS

POW(H)ER

— EXPERIENCE + AWARDS —

CC

2024



TENE NICOLE CREATIVE AGENCY ECOSYSTEM



POW(H)ER



Tene Nicole is a black-woman owned and led certified MWBE, WBE full-service creative agency maximizing client's brand via creative visuals, marketing, social media, public relations, and live & virtual event and campaign goals and initiatives. Delivering award-winning, compelling, creative, and dynamic industry-leading campaigns. We are leaders in this class because of our distinctive, strategic, and diverse team of creatives, which create proven results for clients. Successfully leveraged our expertise and network to produce top-notch campaigns and projects. [LEARN MORE](#)

Tene Nicole's Support Your Girlfriends Pow(H)er was created in 2017 as a transformative program and celebration for women of color to build their own ecosystems and share resources to build their business. Connecting ambitious entrepreneurs and small business owners with Support Your Girlfriends' dynamic network of fearless leaders, expert and strategist. These award-winning entrepreneurs, journalists, experts, and strategists present workshops and platforms on financial freedom, monetization, wealth management, personal development, and digital & innovative technology strategies.



Support Your Girlfriends is an initiative created in 2017 by Tene Nicole Creative Agency, Founder and CEO Nikkia McClain, to assist with advocacy, learning, resources and tools to strengthen and build a community of supportive women of color. Especially women who are tired of not having a seat at the table. Her mantra is: create your table and set a precedent for how the support of women should be! There are three concepts under the #SupportYourGirlfriends initiative: SupportHER, Pow(H)er, and CelebrateHER. In its fifth year since conception, #SupportYourGirlfriends has gained global recognition and now gained 501c3 nonprofit status.

Why Pow(H)er? Pow(H)er conferences and events are tailored to the unique experiences and challenges faced by individuals to foster and support personal and professional growth. Pow(H)er provides a platform for networking, mentorship, skill-building, and discussions on relevant issues. The demand for such events is driven by the recognition of the importance of diversity, equity, and inclusion in various industries.



DIY PR empowers entrepreneurs that share the same pain points that their business suffers from not having public relations incorporated in their business model; public relations campaigns are time-consuming; public relations do not promise a return on their investment, or they are not in the position or understand the strain it could have on their budget.

Pow(H)er has since evolved to Pow(H)er+ to providing access and resources to diverse segments. 2024 Pow(H)er+ programming includes monthly workshops, 4-City Pow(H)er Tour and the Pow(H)er+ Experience and 6th Annual Pow(H)er+ Awards that recognizes impressive and innovative women and men for their achievements and improvements in their respective careers! While we celebrate them for being powerful innovators all year, it is equally important to acknowledge their success in being game-changers.

BY THE NUMBERS

105 MILLION+ ESTIMATED MEDIAVIEWS	8,500 DIGITAL & PRINT MEDIA PLACEMENTS	22 BILLION+ MEDIA IMPRESSIONS
50 NATIONAL TELEVISION APPEARANCES	\$100 MILLION+ ADVERTISING VALUE EQUIVALENCY	100 LOCAL TELEVISION APPEARANCES

ESTABLISHED MEDIA RELATIONSHIPS



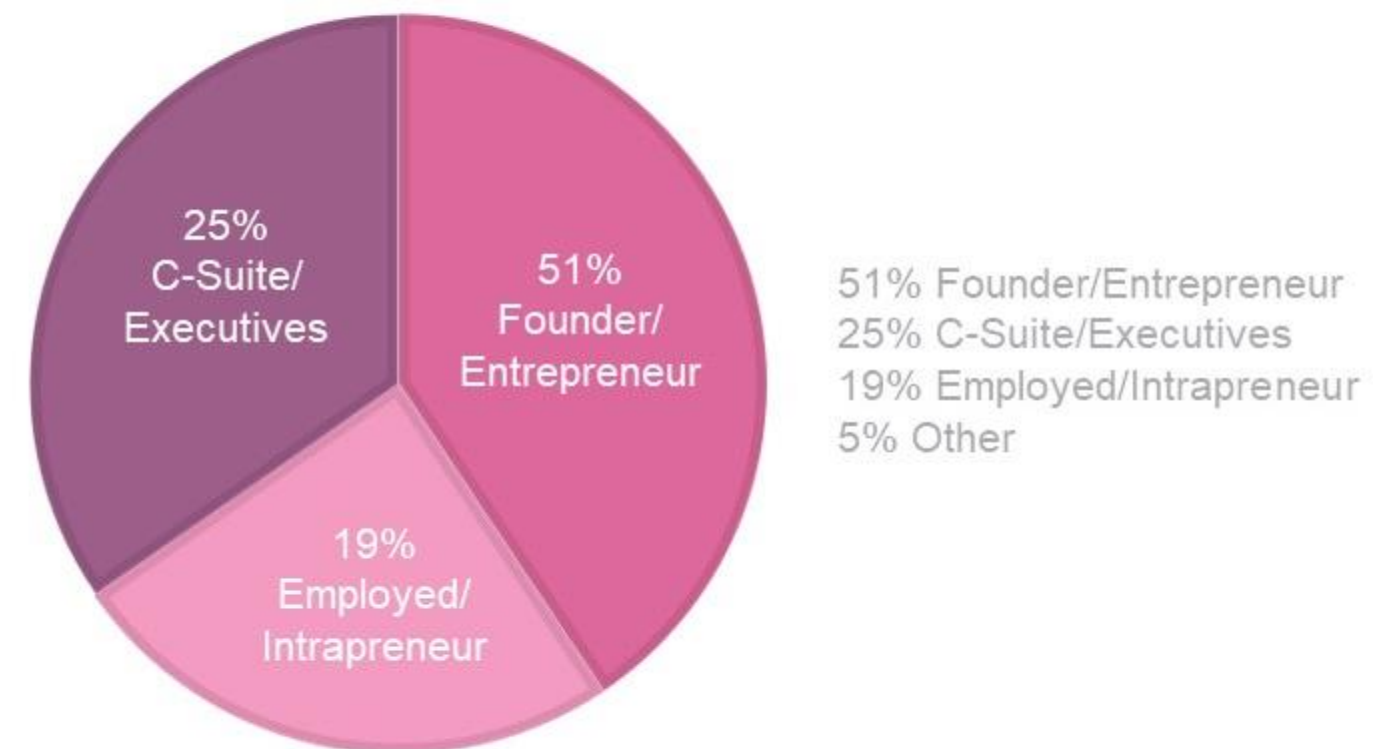
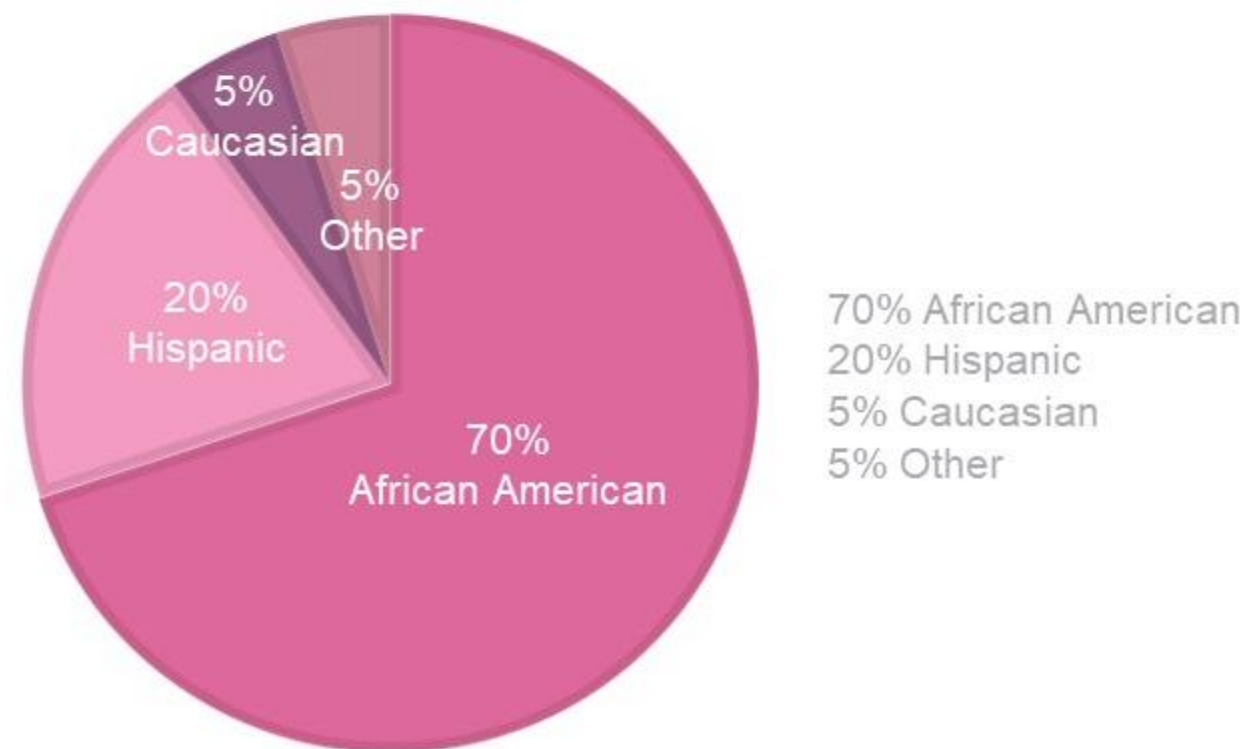
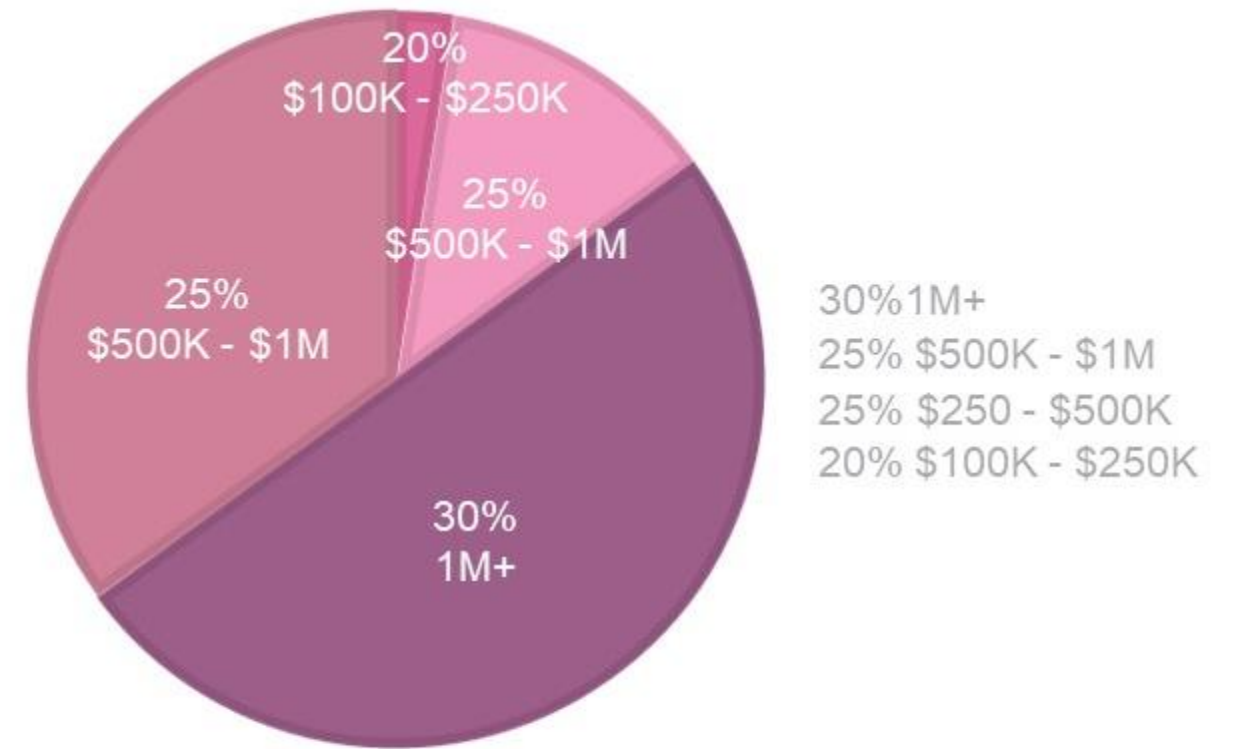
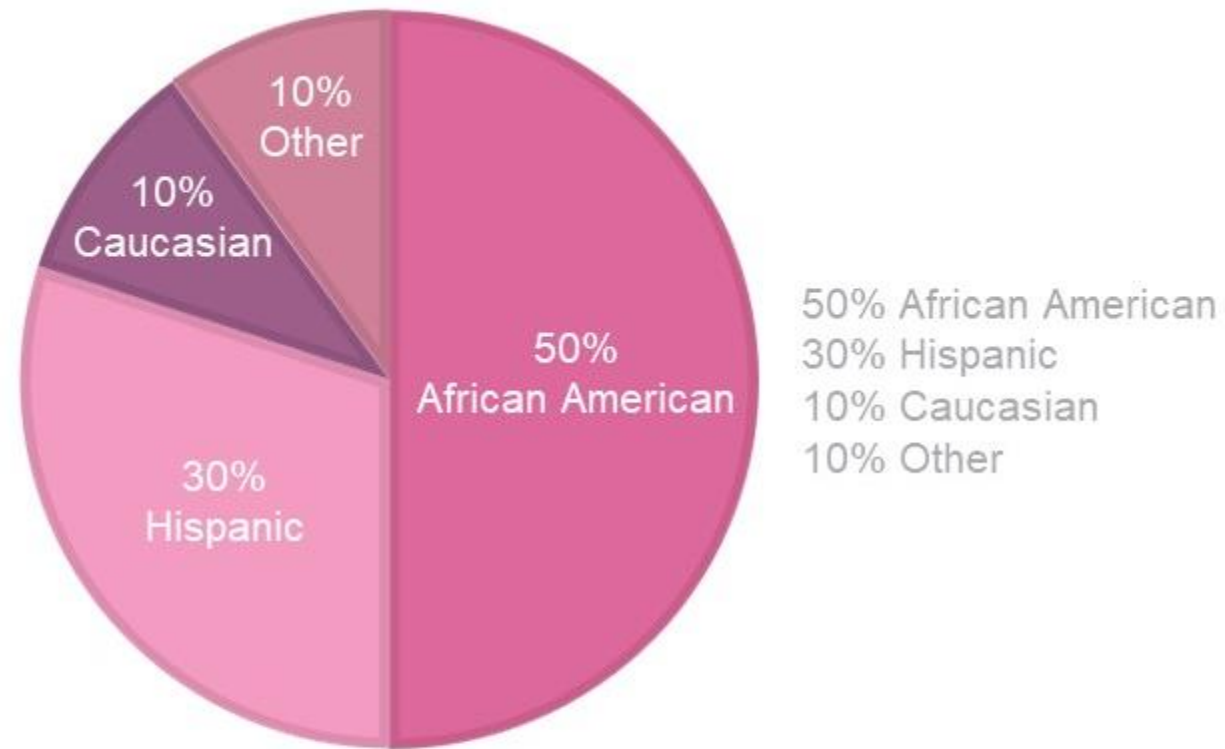
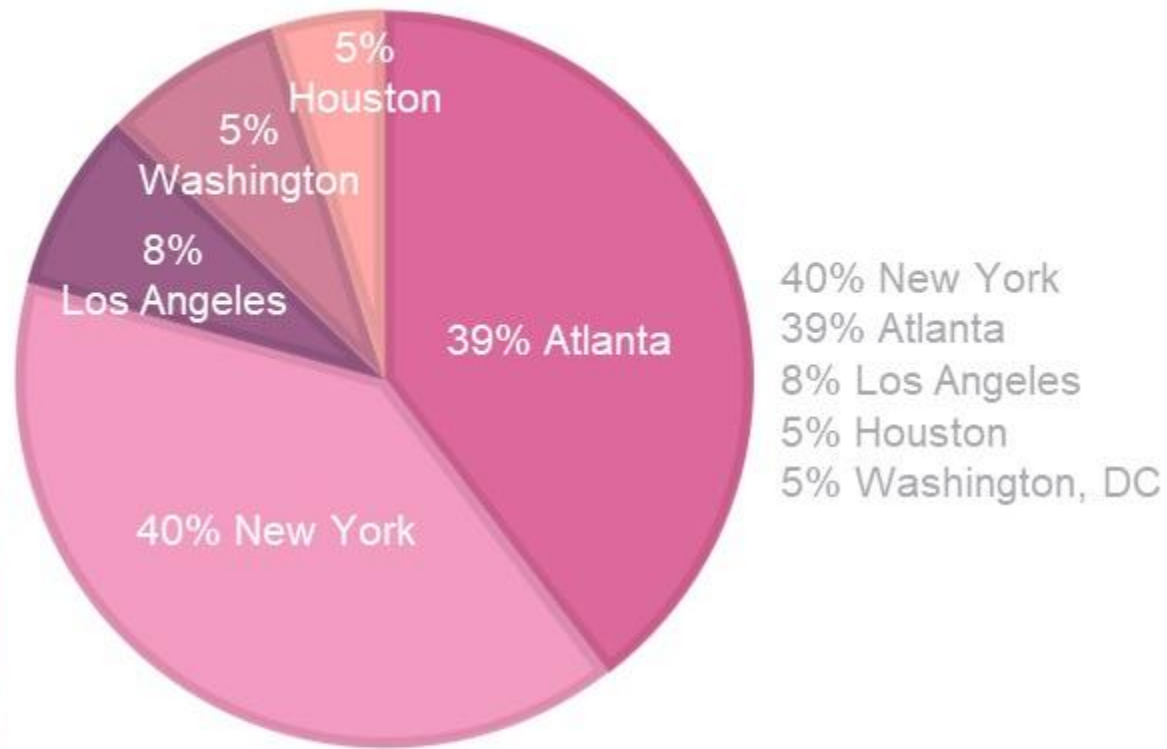
NETWORK NETWORK



ACTIVE EMAIL LIST



WHO WE SERVE



support YOUR GIRLFRIENDS
POW(H)ER
— EXPERIENCE + AWARDS —

2023

POW(H)ER

AT A GLANCE

TENÉ NICOLE CREATIVE AGENCY | support YOUR GIRLFRIENDS
POW(H)ER
— EXPERIENCE + AWARDS —

NOVEMBER 15, 2023

DAY 1 EXPERIENCE

POWERED BY

NOVARTIS BARBADOS TOURISM MARKETING INC.

CHASE for BUSINESS*

MEDIA PARTNER
BLACK ENTERPRISE

Grow with Google

DIAMOND MINE

CAMUS




2023 IMPACT REPORT



SOCIAL MEDIA IMPRESSIONS:
21 MILLION

MEDIA IMPRESSIONS:
501 MILLION

AGE: **34-55**

ATTENDEE: **80%**  **20%** 

ATTENDEE AVERAGE INCOME  **\$250K⁺**



2023 PARTNERS

support FOR GIRLFRIENDS
POW(H)ER
— EXPERIENCE + AWARDS —



2023 HONOREES & SPEAKERS



2023 PARTNER CASE STUDY

J. P. MORGAN CHASE & CO.

- Provided exclusive access for attendees to financial professionals for face-to-face coaching.
- Thirty (30) coaching sessions completed from Pow(H)er Experience and eight (8) business owners added as mentees to the Chase for Business mentorship program. 2023 Experience served as a valuable prospect funnel for the launch of Pow(H)er+ highly anticipated online workshops in 2024.
- Experts have the unique opportunity to connect with attendees in a meaningful way, fostering new business relationships and introducing them to the top-notch products and services offered by CHASE.
- Private partner speaker dinner created new business and collaboration opportunities with Pow(H)er+ network of founders generating over \$500M+ in revenue.



CHASE  *for* **BUSINESS**®



2024

POW(H)ER⁺

OVERVIEW



WASHINGTON, DC



LOS ANGELES, CA



OAKLAND, CA



NEW YORK, NY

2024 PROPOSAL

IN PERSON

FOUR-CITY TOUR

- REACH 200 INDIVIDUALS IN EACH CITY
- TOP MARKETS: WASHINGTON, DC; OAKLAND, CA and LOS ANGELES, CA and NEW YORK, NY
- EDUCATE, EMPOWER AND ELEVATE ATTENDEES
- CALL OF ACTION

MONTHLY WORKSHOPS

- REACH 100+ BUSINESS OWNERS MONTHLY
- BUILD CONNECTION
- OFFER ACCESS
- PROVIDE RESOURCES
- SCALE BUSINESS

EXPERIENCE + CELEBRATION

- HELD IN NEW YORK CITY
- REACH 500+ BUSINESS OWNERS
- EXPERT LED WORKSHOPS, PANELS, AND ONE-ON-ONE COACHING
- CURATED SPEAKER DINNER
- NOTABLE AWARD RECOGNITION

VIRTUAL

WHY POW(H)ER + 2024

Pow(H)er has identified and solved entrepreneurs' pain points through ongoing access, resources, coaching, tools, and connectivity.

4 Cities

+

1 Network

=

Supportive
impact

TRACKING OUTCOMES

- PROSPECTING PIPELINE/ NEW BUSINESS OPPORTUNITY
- EXPOSURE TO A NATIONWIDE NETWORK OF ESTABLISHED BUSINESS OWNERS
- CONNECT WITH TARGET AUDIENCE OF DIVERSE SEGMENT GROUPS IN DECISION MAKING ROLES
- CONNECT WITH BUSINESS OWNER WITH 1M+ IN REVENUE

2024 PACKAGE PRICES

TITLE SPONSORSHIP:

\$250,000

- POW(H)ER+ 4-CITY TOUR: \$100,000.00
- POW(H)ER+ VIRTUAL WORKSHOPS (12): \$50,000
- POW(H)ER+ EXPERIENCE + AWARDS: \$75,000
 - SMALL BUSINESS POWER-UP GRANTS (5): \$25,000
- ACCESS TO NETWORK AND ACTIVE ATTENDEE AND MAILING LIST

SUPPORTING SPONSORSHIP:

\$100,000

- POW(H)ER+ EXPERIENCE + AWARDS: \$75,000
 - SMALL BUSINESS POWER-UP GRANTS (5): \$25,000
- ACCESS TO NETWORK AND ACTIVE ATTENDEE AND MAILING LIST

ADDITIONAL VALUE

- Name above event title with logo lock-up, i.w. YOUR BRAND NAME presents Tené Nicole's Support Your Girlfriends 2024 Pow(H)er+
- Category exclusivity with top-level tier placement, first rights to co-hosting events with notable experts
- Brand's logo integrated into all onsite branding opportunities including but not limited to all printed and digital collateral
- Opportunity to partner on the press, public relations and social media efforts leading up to and during each event
- On-site activation for engagement/sponsor managed
- Photos and video following the event with rights for marketing

LET US CUSTOMIZE A
PARTNERSHIP PACKAGE
THAT WORKS FOR YOU!

Nikkia McClain

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