

BREYA M. BROWNER PRESENTS

THE CONVERSATION

A Conversation on Identity, Healing, and the Power of Story



2027 SPONSORSHIP PROSPECTUS

A cultural experience built around storytelling, connection, and community.

2027 | Inaugural Event | Partnership Opportunities

Prepared by Breya M. Browner • www.breyambrowner.com • breyambrowner@gmail.com

PROPOSAL STATUS: Event plans, venue, special guest, promotional placements, and partner benefits remain subject to confirmation and written agreement.

01 An Invitation to Partner

The Conversation is a proposed live, moderated cultural experience inspired by Breya M. Browner's forthcoming book, *I Am NOT Who You Think I Am*. Through candid dialogue about identity, healing, personal evolution, and the power of storytelling, the event aims to create an intimate space where audiences feel seen, challenged, and connected.

We invite organizations to help shape an experience that extends beyond the stage through digital storytelling, community engagement, and sustained conversation. Sponsorships are available at accessible starting investments, with custom arrangements to reflect each partner's objectives and contribution.

Our purpose

- Create space for honest, culturally relevant conversations.
- Connect audiences through lived experiences and thoughtful storytelling.
- Build a lasting platform for future events, media, and community dialogue.

02 The Proposed Experience

Element	Current plan
Format	Intimate live conversation with Breya M. Browner and a special celebrity guest, followed by audience Q&A.
Location	The Vault at Capital One Hall, Tysons, Virginia (preferred venue; not booked).
Audience	Initial planning scenario of approximately 100 ticketed attendees; final capacity and layout to be confirmed.
Programming	Moderated conversation, book-inspired storytelling, audience engagement, and select hospitality and photo opportunities.
Content	Planned professional photography, video highlights, and postevent editorial and social content.
Timing	Event date to be announced after venue and talent confirmation.

The celebrity guest has not yet been contracted or announced. The final event program and sponsor activations will depend on production feasibility, venue requirements, and agreed partnerships.

03 Meet the Founder

Breya M. Browner is a SAG Eligible actress, author, communications strategist, and media personality. She holds an M.S. in Strategic Communications and a B.A. in Communication Studies. Her work brings together entertainment, culture, identity, wellness, and purposeful storytelling.

Her professional background combines on camera experience with strategic messaging, audience engagement, content creation, and event communication. She is represented by A.D.S. Management.

Selected experience

- Television and performance experience, including a guest appearance on STARZ’s Run the World.
- Cultural and community storytelling through interviews, performance, and digital content.
- Author of the forthcoming I Am NOT Who You Think I Am.

04 Audience and Digital Reach

The campaign is designed to reach Breya’s existing digital audience, the future guest’s audience, DMV communities, and new audiences reached through paid advertising and media outreach.

Recently reported digital metric	Reported reach
Instagram views	600K+
X views	1M+
Facebook views	75.6K+
TikTok views	6K+
Creator Marketplace insights	143K+

Source: Breya M. Browner’s supplied Press + Partnership Kit. Figures are user supplied; reporting periods and metric definitions were not provided. Platform metrics are not additive, and these figures do not represent guaranteed event impressions or attendance.

Additional reported audience indicators include 59.4% ages 25 to 34, 79.5% ages 25 to 44, and 92.5% of recent Instagram views originating from nonfollowers; these measures reflect different reporting contexts and should not be combined.

05 Promotional Strategy

A coordinated communications campaign will combine founder channels, contracted guest participation, targeted paid media, local publicity, community partnerships, and direct audience outreach.

- Owned and organic channels: Brea's social platforms, personal and professional networks, event Instagram account, and email outreach.
- Celebrity guest promotion: seek defined social deliverables and separate paid amplification rights in the guest agreement; no guest participation is guaranteed until contracted.
- Paid campaigns: test Meta, TikTok, YouTube, and other placements, with investment and optimization informed by results.
- Earned media outreach: pitch local television, entertainment outlets, and regional radio, including 93.9 WKYS, Magic 102.3, and WPGC 95.5; coverage is not guaranteed.
- Additional opportunities: evaluate streaming advertising, including Paramount placements, podcast appearances, university and cultural organization outreach, and event calendar submissions.
- Engagement activations: appropriately administered ticket giveaways, audience sharing campaigns, creator collaborations, and postevent highlights.

Accountability and measurement

Campaign reporting may include reach, impressions, content engagement, referral traffic, ticket conversions, media mentions, sponsor visibility, and postevent content performance. Partner specific deliverables and reporting will be agreed in writing.

06 Partnership Opportunities

The following are starting cash investment levels, not fixed ceilings. Packages may be customized by mutual agreement. All placements and benefits are subject to feasibility, final inventory, and a signed sponsorship agreement.

Additional customized contributions are welcome.

Partnership	Starting investment	Opportunity
Presenting Partner	\$10,000+	Premier recognition and an integrated event and promotional presence.
Experience Partner	\$5,000+	Support a defined attendee experience or production element.
Community Partner	\$1,000+	Accessible recognition and community connection.
In Kind Partner	Custom contributions	Provide agreed goods or services that directly support the event.
Custom Contributor	Flexible	Tailored smaller contributions with proportionate

acknowledgment.

Illustrative benefits by level

Benefit	Presenting	Experience	Community
Event website / sponsor recognition	Premier	Featured	Listed
Approved social acknowledgment	Multiple planned	Planned	Select
Event signage	Prominent	Relevant activation	Shared recognition
Onstage acknowledgment	Proposed	As appropriate	Not standard
Guest tickets	Negotiated allocation	Negotiated allocation	Limited allocation
Custom activation / content	Priority discussion	Relevant opportunities	By agreement
Postevent recap / impact reporting	Included	Included	Summary

Specific post counts, logo dimensions, ticket allocations, exclusivity, usage rights, and content approvals will be documented in individual agreements. Guest endorsements, broadcast appearances, media coverage, and paid campaign performance are not included as guaranteed benefits.

07 Ways to Activate a Partnership

- Presenting support: help underwrite core production and receive prominent recognition throughout agreed event touchpoints.
- Experience sponsorship: support hospitality, audience welcome, content capture, photo experience, or another defined activation.
- Community sponsorship: support audience access and participation, with visibility appropriate to contribution level.
- In kind support: provide approved refreshments, gifting, printing, media production, equipment, or other services.
- Custom collaboration: propose a brand aligned content concept, audience engagement initiative, or multi event relationship.

All partner activities will be designed to preserve the integrity of the conversation and audience experience. Product sampling, branding, and on site activations are subject to venue approval and applicable requirements.

08 Our Fundraising Approach

The preliminary fundraising target for the inaugural event is \$75,000. The strategy is to engage a diversified group of sponsors and contributors rather than depend on one or two large commitments. This figure is a fundraising objective, not a finalized event budget or a representation of funds secured.

Illustrative contribution mix

Contribution level	Illustrative partners	Illustrative total
Presenting at \$10,000	2	\$20,000
Experience at \$5,000	5	\$25,000
Community at \$1,000	20	\$20,000
Custom at \$500	20	\$10,000
TOTAL	47	\$75,000

The scenario above is illustrative only. No partners or amounts are committed. In kind support may offset qualifying expenses but is not counted as cash toward this illustrative total.

09 Partnership Process

1. Discovery

Discuss your organization's goals, intended audience, budget range, and preferred level of participation.

2. Custom proposal

Identify an appropriate investment, agreed deliverables, visibility, and activation opportunities.

3. Agreement and planning

Confirm the scope, payment schedule, approvals, rights, event contingencies, and reporting expectations in writing.

4. Activation and recap

Coordinate promotional materials and approved event activations, then share agreed postevent reporting.

10 Let's Build Something Meaningful

The Conversation is an invitation to invest in storytelling, cultural connection, and an experience that audiences can carry beyond the room. We welcome discussions with brands, community organizations, and creative collaborators whose values align with this vision.

Partnership inquiries: breyambrowner@gmail.com

Website: www.breyambrowner.com

Social: [@breyambrowner](https://www.instagram.com/breyambrowner)

For a tailored sponsorship proposal, please share your organization, primary partnership objectives, preferred contribution range, and desired activation opportunities.

Planning note: Venue, talent, date, media placements, and sponsorship inventory remain provisional until confirmed. All proposed benefits are subject to final written agreement.