

20  
24

6TH ANNUAL  
SIDE HUSTLE HONORS®  
SPONSORSHIP  
PROPOSAL

PREPARED BY  
HUSTLERS  
COUNCIL



314.304.2051

Hyatt Regency McCormick Place   
22233 S. Martin L. King Drive, Chicago IL 60616

# ABOUT SIDE HUSTLE HONORS

## HISTORY

Since its inception in 2015, Side Hustle Honors® has evolved into a dynamic force celebrating the entrepreneurial spirit across eight states: **Missouri, Texas, New Jersey, Illinois, Maryland, Florida, Georgia, and Alabama.** As we reflect on our journey, the upcoming year, our sixth, is poised to be a highlight, with Chicago as the chosen backdrop for our annual awards ceremony.

The Side Hustle Honors® brand was born with a mission—to recognize and applaud those individuals who seamlessly juggle full-time responsibilities and entrepreneurial endeavors. Our inaugural awards ceremony in St. Louis in 2018 marked the beginning of a tradition that has grown exponentially. Over the years, we have honored over 100 deserving winners across various categories, creating a community that extends far beyond the ceremony itself.



# PAST CATEGORIES

## OVER 100 AWARDS!

- Beauty
- Fashion
- Personal Safety
- Health & Wellness
- Real Estate
- Construction & Design
- Business Consulting & People Operations
- Public Relations & Publishing
- Finance
- Food & Beverage
- Music Entertainment
- Event Series
- Digital Marketing
- Side Hustler Jr's
- Wilfred J. Barry Icon Awards



# WHO WE HAVE REACHED

## KPI'S



### IN-PERSON GROWTH

From 2018 to 2023 we have seen a +300% increase in attendees & +200% In awardees

### INTERNATIONAL REACH

Global audiences include the United States, Ukraine, United Kingdom, Canada, Germany, Poland, Finland, Nigeria, Columbia, Ireland, Bulgaria, Latvia, Philippines, Mexico, South Africa, Swaziland, India, Egypt, Pakistan, and the United Arab Emirates.



### GENERATIONAL DIVERSITY

Bridging age gaps, our brand captivates a wide audience, highlighted by a substantial 40%

following in the vital 35-44 age bracket. Paired with a 35% engagement from the impactful 35-44 age group, we create a dynamic and inclusive brand community ranging from 13 to 65+.



# KEY HUSTLERS

## WE ARE ALL SIDE HUSTLERS

### Past & Current Notables

#### **Notable Keynotes**

- 2018: Keisha Maybry, HeyFriend and HeyDays
- 2019: Darian Hampton, Hampton Family Dentistry; Amy Hampton, Sociologie Wine
- 2020 - 2021: Ono Ikanone, Levels
- 2022: LaVell Monger, RTW Photography
- 2023: Morgan Casey, Dates & Things To Do

#### **Notable Emcees**

- 2018: LaVell Monger, RTW Photography
- 2019: Bonita Cornute, Fox 2 News
- 2020 - 2021: Chi Anderson, Chi the Model
- 2022: Chi Anderson, Chi the Model
- 2023: Tashara Earl, Shades of Color

#### **Hustlers Council**

- Chris Arceneaux, Uncle Pizzas
- Brian Barlay, Barlay Consulting
- Christian Cashelle, Dynamic Image Publications
- Dr. Maurya Cockrell, Side Hustle Honors
- Sharonda Grandberry, Pink Thrones Styles
- Maurice Jackson, Mo Media LLC
- Warith Jumu'ah, Passionate Rebel
- Dr. Glenn Miller, Dr. Wellness
- Shamika Minisee, Presidential Concrete
- Sandra N, Just 1 PR
- Kareema Tabron, This N' That Eatery
- Nakeesha Tolden-Mosley, Nakeesha Tolden-Mosley Tax Services

# PAST PARTNERS



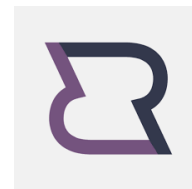
LEAVES SPEAK  
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PATRICE J.  
BRIDAL



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# 80 MILLION STRONG WE ARE ALL SIDE HUSTLERS

In the dynamic landscape of today's workforce, the rise of side hustles has been nothing short of remarkable. Recent studies have shown that a staggering **45%** of Americans currently engage in some form of side hustle, and this number continues to grow.

## But why the surge in side hustles?

It's a testament to the changing nature of work itself. People are increasingly seeking ways to diversify their income streams, take control of their financial destinies, and pursue their passions.

Side hustles offer the promise of financial freedom, personal fulfillment, and the opportunity to turn dreams into realities. They represent a disruptive force in the traditional employment paradigm, empowering individuals to pursue their entrepreneurial ambitions while maintaining stability.

**This surge in side hustlers is not just a trend; it's a movement that's redefining the future of work and income generation.**

For potential investors and partners, embracing this wave is not just a strategic move; it's a chance to be part of a transformative journey that's reshaping the way we live and work in the 21st century.

# PARTNERSHIP

## WE ARE ALL SIDE HUSTLERS

DESCRIPTION	INVESTMENT
<b>HUSTLER SUPPORTER</b> <ul style="list-style-type: none"><li>• 2 VIP Event Tickets</li><li>• Logo in the program booklet</li><li>• Standard Social Media Recognition: Regular mentions across event platforms.</li><li>• VIP Networking Opportunities</li></ul>	<b>\$1,000</b>
<b>ALLY OF AMBITION</b> <ul style="list-style-type: none"><li>• 4 VIP Event Tickets</li><li>• Logo in the program booklet</li><li>• Upgraded Social Media Promotion: Increased frequency and prominence in event-related posts.</li><li>• VIP Networking Opportunities</li></ul>	<b>\$2,500</b>
<b>AMBITION ARCHITECT</b> <ul style="list-style-type: none"><li>• 6 VIP Event Tickets</li><li>• Logo in the program booklet</li><li>• Premier Social Media Spotlight: Featured prominently in dedicated posts, showcasing sponsors individually.</li><li>• VIP Networking Opportunities</li></ul>	<b>\$5,000</b>
<b>VENTURE VISIONARY</b> <ul style="list-style-type: none"><li>• 12 VIP Event Tickets (1 Table)</li><li>• Logo in the program booklet</li><li>• Sponsored Social Media Takeover: Exclusive control of event social media for a specified time, maximizing visibility.</li><li>• VIP Networking Opportunities</li></ul>	<b>\$10,000</b>



# PARTNERSHIP

## WE ARE ALL SIDE HUSTLERS

### DESCRIPTION

### INVESTMENT

#### PRESENTING PARTNER

**\$20,000**

- 24 VIP Event Tickets (2 Tables)
- Comprehensive Logo Integration: Logo prominently featured on all event collateral, ensuring widespread visibility.
- VIP Networking Opportunities
- Exclusive Award Category Presentation
- Additional 5 Talking Minutes

#### SIGNATURE SPONSOR

**\$30,000**

- 36 VIP Event Tickets (3 Tables)
- Ultimate Social Media Recognition: Featured and amplified across all platforms for maximum exposure.
- Unmatched Logo Visibility: Premier placement on all event collateral, ensuring unparalleled visibility.
- Additional 10 Talking Minutes
- Ultimate Sponsorship of Key Event Element (Signature)
- VIP Networking Opportunities

"Your support goes beyond just powering our event. A meaningful portion of our proceeds is dedicated to fueling the impactful work of the Side Hustler Alliance, a 501c3 organization. This non-profit is committed to nurturing entrepreneurial spirit across all ages, providing education, training, and empowerment on starting and sustaining a side hustle. But it doesn't stop there - the Side Hustler Alliance also focuses on building supportive communities, thereby bolstering the economic fabric of local neighborhoods. Your participation in our event contributes to its operational success and plays a crucial role in fostering economic growth and community development. Together, we're investing in the future of entrepreneurship and community resilience."

# UNDERWRITING OPPORTUNITIES

## **Achievement Architect - Awards Trophy Underwriter: \$4,000**

Emphasize your commitment to recognizing side hustler achievements.

- Exclusive recognition as the Awards Sponsor.
- Logo integration on all award materials and trophies.

## **Swag Sustainer - Swag Bag Underwriter: \$5,000**

Showcase your brand as the provider of exclusive event swag.

- Logo visibility on swag bags and items.
- Acknowledgment during any swag-related announcements.

## **Nightlife Navigator - After Party Underwriter: \$15,000**

Align your brand with the excitement of the after-party celebration.

- Exclusive branding at the after-party.
- Exclusive social media marketing campaign.
- Special shout-outs and acknowledgments during the after-party festivities.

# UNDERWRITING OPPORTUNITIES

## **Harmony Sponsor - Music Underwriter: \$10,000**

Showcase your brand as the exclusive sponsor of the event's musical ambiance.

- Logo integration during musical performances.
- Verbal acknowledgments during musical interludes.

## **Culinary Connoisseur - Catering Underwriter: \$20,000**

Be the exclusive sponsor behind the delicious event catering.

- Logo visibility on catering stations and materials.
- Recognition during any food-related announcements.

## **Beverage Bliss - Alcohol/Beverages Underwriter: \$10,000**

Be the exclusive sponsor behind the event's beverage offerings, creating a memorable experience for attendees.

- Prominent logo placement at beverage stations and on all beverage-related materials.
- Verbal acknowledgments during toasts or beverage-related announcements.

# SPONSORSHIP CONFIRMATION

**Date:**

**Authorized Individual:**

**Company Name:**

**Address:**

**City:**

**State:**

**Zip Code:**

**Phone:**

**Email:**

**Sponsorship Level:**

**Signature:**

Make check payable to Side Hustle Honors LLC.

Mailing address: 11850 Melody Lane, Bridgeton, MO, 63044.

PayPal: [paypal.me/sidehustlehonors](https://paypal.me/sidehustlehonors)

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# THANK YOU

## CONTACT US

314-304-2051

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*Side Hustle*  
HONORS  
— EST. 2016 —