



# SPONSORSHIP KIT

2020 - 2021



[WWW.DELAYNAWATKINS.COM](http://WWW.DELAYNAWATKINS.COM)

## Hey there!

I've been teaching and telling someone a story since I was a little girl! Talking and sharing words that matter has always been powerful to me.

What better way to talk, laugh, share and tell stories than to bring women together in an intimate setting. Imagine hanging out with friends or meeting new ones while feeling empowered and learning how to become your best self.

Well, I began hosting the Women's Wellness Lounge in 2011 and it became a popular place to come for a transformational experience.

Nearly a decade later and thousands of lives changed, we are expanding the platform with a national TV show! Now more women will experience the sisterhood and share in this powerful movement.

Regards,

**Delayna Watkins**

TALK SHOW HOST & WELLNESS INFLUENCER

FEATURED IN





# About the TV Show

From the deeply moving to the purely fun and exciting, the "Women's Wellness Lounge" is a daily destination for all things imaginable and a platform for viewers to connect with the people who are shaping our world through meaningful, engaging, and entertaining conversations. As a nurse, wellness expert, and fashionista who is proving you can experience total wellness at any age, Delayna Watkins brings a refreshing, relatable, unpredictable, and powerful voice to television.

- HEALTH
- LIFESTYLE
- FINANCES
- BEAUTY
- EMPOWERMENT
- RELATIONSHIPS

AND MORE...



# About My Audience

Every woman deserves to look, feel and experience total wellness in every area of life at any age! So to be in pursuit of this they are devoted to learning more about what that means for them. My viewers and listeners are modern women, leaders, moms and passionate change agents in charge of their destiny!

- 87% WOMEN
- 30-60 YRS OLD
- \$65K+ HOUSEHOLD INCOME
- USA-BASED



20M+



UNIQUE VIEWERS



@DELAYNAWATKINS

@DIVAZONEMAGAZINE

15,000+

# Partnership Options

## COMMERCIAL (20 sec)

- Air during TV show weekly
- Air during Podcast weekly
- Off-air promotion on website, social media, YouTube
- Banner listing in monthly newsletter

## BANNER OR SIDEBAR AD

- Business banner displayed during TV show weekly
- Off-air promotion on website, social media and YouTube

## SOCIAL MEDIA CAMPAIGN

- Logo/Brand message on flyer for social media campaign of upcoming show and during day of airing weekly

## PRODUCT MENTION

- Use of products or service during show to receive mention of product/service.
- Highlighted during end of show credits



# Partner Testimonials

“

Together we have changed the quality of life, health and finances for single parents and their families through our outreach and fundraising efforts.

- R. McCallister, Single Parent Achievers

“

Our partnership and sponsorship efforts changed the life experience for thousands of women and girls. Thank you for your heart to serve.

- C. Washington, Sisters4Sisters, Inc.

“

In the past decade, our partnership and territory expansion has not only improved but saved the lives of women while providing resources, tools and actionable steps.

- C. Goode, Total Harmony Enterprises



## Let's Work Together!

Partnering empowers us all and broadens our reach with greater impact! Share your message and put your brand in front of millions of viewers.

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