



DORIAN WEBB

2ND ANNUAL

OAAACCF

FUNDRAISER

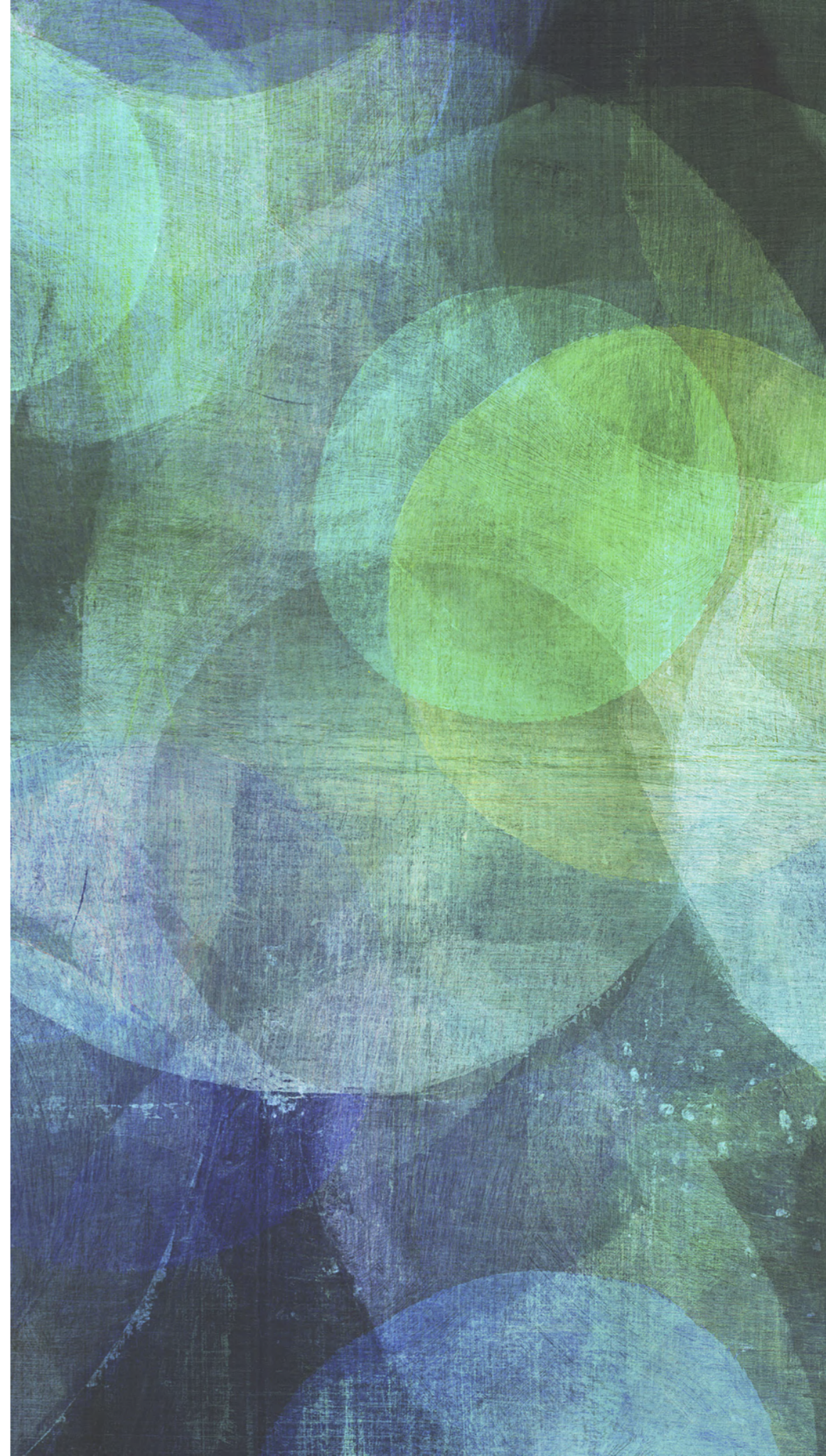
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SPONSORSHIP PACKAGE

# EVENT INFO

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Sunday, Nov 6, 2022  
1-4 pm  
The Claremont Hotel





# OUR STORY

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Dorian Webb is an advocator of women and community. Since founding her eponymous design company while attending Yale University, Dorian has supported both groups through the sale of her jewelry, home décor and fine art. Often, this championing involves creating intentional pieces, like the hand enameled Black Lives Matter cuff or I VOTE bracelets and donating a portion of the proceeds to social justice organizations.

On the advisory board of numerous women-led start ups, Dorian launched "Uplift," a showcase of Black design talent that activated unused retail spaces in downtown Oakland. Sponsored by Oakland's Small Business Development Center, Dorian began a speaker series entitled "Women in Business," now in its 6<sup>th</sup> year, to support minority women business owners by sharing information, access to resources and networking opportunities. As a member of the Nor-Cal loan committee, Dorian ensures that women and minorities have access to the funding they need to grow their businesses.

As recognition for her advocacy, Dorian received the 2019 Madam CJ Walker Entrepreneur Award. As one of six designers nationwide, in 2021 Dorian was selected for the Emerging Designer Diamond Initiative which seeks to diversify the diamond industry. Her first collection, featuring diamonds and 18k gold, *Quality to Equality* is indicative of her inclusive approach.





# PRESS

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Dorian Webb is often featured in the press.

## RECENT FEATURES

Diablo Magazine

JCK Online

National Jeweler

W Magazine

JCK Magazine

Luxury Trending Magazine

Elle Decor

Diablo Magazine

Edition

Forbes

**INVITED PRESS FOR EVENT:** NY Times, SF Chronicle, KRON4, Diablo Magazine, 7x7 Magazine, C Magazine, Gentry Magazine.

# CLIENTS

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Women comprise 85% of our client base. With average household incomes of \$250,000+, our clients purchase our jewelry for themselves, their daughters and their mothers. Often the main decision maker in the family, their jewelry average order value is \$657, and we expect that to increase going forward. Our well traveled clients prioritize exclusivity, value and personal service and actively seek out these attributes as a lifestyle choice. As our clients typically make multiple purchases with us throughout the year, often for custom designed or social justice inspired pieces, we have established a trusted connection with them that goes far beyond the sale of jewelry. For our highly educated and time starved clients, we are a resource not only for distinctive, handcrafted jewelry and bespoke home decor, but also an influencer in choice of dining and travel destinations, and major household purchases.

**EVENT INVITEES:** A curated selection of the Bay Area's high net worth women (and men) referenced above including: government officials, venture capitalists, impact investors, tech CEOs, philanthropists, art collectors, wives of professional athletes, celebrity stylists and business owners.



# INTENTION

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## GATHER THE OAKLAND COMMUNITY

And celebrate with champagne, hors d'oeuvres and friends

## SUPPORT ONE ANOTHER

Through sponsorship, purchases of jewelry, and the gifting of a few of the Bay Area's finest African American crafted products

## GIVE BACK

In addition to the sponsorship we raise, 10% of sales will be donated to the Oakland African American Chamber of Commerce Foundation (OAACCF) to support their visionary workforce development, linking industry and education, insuring that students in Oakland have access to a quality education and relevant job training





# OAAACCF

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The Oakland African American Chamber of Commerce Foundation (the Foundation) (section (501c3)) leads the charitable and educational objectives of the Oakland African American Chamber of Commerce and promotes economic prosperity and quality of life for the African American community.

The Foundation furthers the Chamber's mission by conducting research, forming partnerships and hosting events focused on education, workforce development, and community wellness. In addition, the Foundation educates the public on the conditions necessary for business and communities to thrive, how business positively impacts communities, and emerging issues and creative solutions that will shape the future.

Learn more about the Foundation [here](#).



# VALUE

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In supporting our event, you receive:

**ACCESS** to a curated gathering of 200+ high net worth, influential women (and men) of diverse backgrounds, ages 40+

**BRAND VISIBILITY** to community and business leaders and decision makers in the Bay Area and the press that covers them

**SOCIAL IMPACT** by engaging with local investors, philanthropists and business owners to create opportunities for Oakland's students through workforce development



# OUR 2021 EVENT

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Our 1st annual fundraiser was a success thanks to our supportive guests and generous sponsors, City National Bank and MUFG Union Bank!



# SPONSORSHIP PACKAGES

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PLATINUM	\$25,000
GOLD	\$10,000
SILVER	\$ 5,000
BRONZE	\$ 2,500
INDIVIDUAL	\$ 1,000

# PLATINUM

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Named official sponsor of the event.

Prominent features before, during and after event, including:

- Social media posts announcing the event reaching a total audience of 79.9k followers (@dorian.webb, @theoacc, @onlynaturaldiamonds)
- Logo on step and repeat at event
- Full page writeup and logo in online brochure highlighting your company's community engagement
- Acknowledgement of your platinum sponsorship during speech by Dorian Webb
- Named mention in event's press
- Social media tags in stories and posts covering the event
- Dedicated recognition in event post on Dorian Webb website
- Rights to use photographs from event
- Spotlight in Dorian Webb bi-monthly newsletter

# GOLD

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Named proud sponsor of the event.

Features before, during and after event, including:

- Social media posts announcing the event reaching a total audience of 79.9k followers (@dorian.webb, @theoaacc, @onlynaturaldiamonds)
- Logo on step and repeat at event
- Half page writeup and logo in online brochure highlighting your company's community engagement
- Acknowledgement of your gold sponsorship during speech by Dorian Webb
- Social media tags in stories and posts covering the event
- Recognition in event post on Dorian Webb website
- Rights to use photographs from event
- Mention in Dorian Webb bi-monthly newsletter

# SILVER

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Named supportive sponsor of the event.

Features before, during and after event, including:

- Social media posts announcing the event reaching a total audience of 79.9k followers (@dorian.webb, @theoaacc, @onlynaturaldiamonds)
- Quarter page writeup and logo in online brochure highlighting your company's community engagement
- Acknowledgement of your silver sponsorship during speech by Dorian Webb
- Social media tags in stories and posts covering the event
- Recognition in event post on Dorian Webb website
- Rights to use photographs from event
- Mention in Dorian Webb bi-monthly newsletter

# BRONZE

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Named friend sponsor of the event.

Features before, during and after event, including:

- Social media posts announcing the event reaching a total audience of 79.9k followers (@dorian.webb, @theoacc, @onlynaturaldiamonds)
- Mention and logo in online brochure
- Acknowledgement of your bronze sponsorship during speech by Dorian Webb
- Recognition in event post on Dorian Webb website
- Mention in Dorian Webb bi-monthly newsletter

# INDIVIDUAL

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Named personal sponsor of the event.

Features before, during and after event, including:

- Named mention in online brochure
- Recognition in event post on Dorian Webb website
- Mention in Dorian Webb bi-monthly newsletter

# CONTACT

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