



Cultivating Black Women for Social Change

In celebration of International Women's Day

Supported by

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Saturday 5 March 2022
9am - 5pm

Braithwaite Hall, Town Hall Croydon,
Katherine Street, Croydon CR9 1RU

SUPPORT & SPONSORSHIP INFORMATION

INTERNATIONAL
2022
WOMEN'S
DAY

#BreakTheBias



Hosted by

Patricia Wharton,
The Let's Talk Show,
Chalkhill Community
Radio



Palma Black, Soul Purpose 360 CIC
Hamida Ali, Leader of Croydon Council
Rossana Leal, UNHCR Woman of the Year 2019
Marcia Brock, SmartKid
Donna Murray-Turner, Community Activist
Charlene Greenaway, Capita
Nureen Graves, Feed Me Good CIC
Francine Daley, 360 Lifestyle Support Network

Kristine Wellington, CVS Brent
Sharon Warmington, NBGN
Doreen Sinclair-McCollin, Elevated Minds
Akeila Browne, Akeila Browne Coaching
Uzma Rasool, Vocal Communities
Bayo Adelaja, Do It Now Now



Funded by





Cultivating Black Women for Social Change



Palma Black,
Founder & Director

International Women's Day (IWD) is a celebration of the achievements made by women over the course of history and takes place on 8 March each year. It acknowledges the work of past Sheroes in social, economic, cultural and political sectors. The day also represents the continued fight for equality, to eliminate discrimination and bias between genders.

Today it is more important than ever, that we remember and appreciate such achievements whilst encouraging and enabling many more Black women into community action as Change-makers.

#BreakTheBias

#BreakTheBias calls on everyone to actively call out and challenge gender bias, discrimination and stereotyping in our communities, workplaces and educational establishments.

What's on offer...

- 15 Inspirational Speakers
- 5 Impactful Workshops
- 125 Delegates
- 16 Stall places
- 20 Exhibition spaces in foyer
- Advertising opportunities
- Unlimited networking opportunities

What to expect...

A day packed with useful information, practical advice and life changing content to inspire and motivate Black women from across London and beyond to become social change-makers.

What you'll get...

- Motivational speakers
- Thematic workshops
- Edutainment
- Exhibitions
- Stalls
- Advice, Information & Guidance
- Glossy Keepsake Brochure!

Event Brochure

High quality full-colour glossy magazine, packed with useful information that delegates will want to keep, and keep referring to!

- International Women's Day Themed
- Black women's empowerment
- Personal Development & Community Development features
- Profiles of Black women changemakers - past & present
- Topical and relevant articles
- Directory & Glossary of terms
- Advertorials and advertising premium spaces for top sponsors!
- And much more!

IWD Themed Pop-Up Market in Croydon's Whitgift Centre!

Saturday 12 & Sunday 13 March

Curated by **A Brighter Health**, this IWD Pop-Up Market will take place in the Whitgift Shopping Centre, Central Croydon

- Market Stalls by women entrepreneurs selling a variety of products
- Whitgift Centre with more than 145 stores, services and restaurants.
- Prominent location in Whitgift Square offering advertising opportunities in an area with a high footfall in central Croydon

centrale
& Whitgift

Extensive event promotion across ALL 32 London Boroughs and 11 Districts in Surrey

Representation across all social media channels popular with Black women.

Sponsors mentioned in regular press releases and social media promotion.

- The spending power of Britain's Black community is worth an estimated £300 billion
- Britain's ethnic minorities are younger than the rest of the country, they are more urban, they are keener to buy and use new technology and their purchasing power is growing.

The Institute of Practitioners in Advertising (IPA)



Soul Purpose 360 is a not-for profit social enterprise, registered as a Community Interest Company. Established in January 2020, we provide services to support, encourage and nurture Black women in the UK to positively and effectively impact their communities through active participation.

Vision: A successful coaching and mentoring social business cultivating Black women for social change.

Mission: To motivate, inspire and imbue confidence in women to enable them to contribute positively to their communities through their own personal growth.

WHAT DO WE DO...

Black Women's Networking & Empowerment Circles

National membership of Black women change-makers in the Third, Public and Social Enterprise sectors and beyond!

- 110 members in Private WhatsApp Group
- International profile
- 125 members Closed Facebook Group
- 2,500+ LinkedIn followers
- 225 Instagram followers
- Many more supporters across different social media platforms
- Monthly Online Meetings & training sessions
- In-person networking events



Soul Purpose Merchandise

Coaching & Mentoring

Coaching and mentoring services free or subsidised for members

"Coaching with Soul Purpose 360 has enabled me to gain much needed clarity and focus in my life. I am now ahead with my personal development goals. Just what I need!"

Naomi

Looking back I realise that if I didn't find Soul Purpose 360 in 2020, I don't know where I'd be now. The support I've had from them has been fantastic. With their mentoring support we registered as a Community Interest Company in March 2021.

Francine

Level 2 Certified DISC



Soul Inspiration

News from the Soul of Black women changemakers

We produce regular newsletters with contributions from members



Soul Purpose 360

Local Groups

Croydon
Brent

Coming soon

Lewisham
Southwark
Lambeth
Newham
Birmingham
Dartford
Gravesend



- www.SoulPurpose360.co.uk
- www.linkedin.com/company/soul-purpose-360-cic
- Facebook: @SoulPurpose360
- Twitter: @SoulPurpose360
- Insta: @SoulPurpose360

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Yes!

I want to support Soul Purpose 360, a not-for-profit social enterprise motivating, inspiring and imbuing confidence in Black women to enable them to contribute positively to their communities through their own personal growth.

1 Sponsor Soul Purpose 360

**Select an option.
Each priced at £50**

- Your company logo listed among event Sponsors on all promotional material
- Logo on website event promotions page
- Logo in full-colour glossy event magazine
- Delegate pack inserts
- Mention in Press Releases
- Feature in social media posts
- Your logo featured on the banner at the IWD themed Pop-Up Market in Whitgift Centre, Central Croydon on 12th & 13th March

2 Advertise in our Full-Colour Glossy Magazine

- **Inside Front Page** - £300 (premium - 1 available)
- **Full Page - RHS** - £250
- **Full Page - LHS** - £200
- **Half Page - RHS** - £150
- **Half Page - LHS** - £125
- **Double Page Spread** (premium - 1 available)
- **Quarter Page - RHS** - £100
- **Quarter Page - LHS** - £75
- **Outside Back Cover** - £400 (premium - 1 available)

3 • Hire an Exhibition space - £75

4 • Hire a Stall - £50

5 • Make a donation

Deadline 5pm Friday 18 February

**Click here
to
Support us!**

Or scan the QR Code



#BreakTheBias

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Soul Purpose 360 CIC - Company Number 12217224

