



Underwriter
Opportunities
June 10-12, 2018
Charleston, SC

Fab is knowledge, power and spirit! Be a part of this movement

Fab is a 2-day educational/inspirational workshop created by women, for women in the hospitality industry. Fab is about knowledge, education and setting oneself up for success in business. It's about moving forward, standing up for yourself, being brave, baller and badass. It's about women supporting women in their life goals. It's about empowerment and making that shit happen!

Welcome to Fab, Females and Business

Our target audience is two-fold:

FAB is designed for women currently working in the hospitality industry who might be interested, one-day, in owning their own business. Or, for those that have ZERO interest in ownership, but want to be an MVP now, or where they decide to work in the future. This track will speak to and educate all positions in the industry. Those women will walk away with a better understanding, as well as the tools it takes to both open, and hopefully have a successful business in this crazy industry. They are our future!

FAB is also designed for women that took that leap of faith, trusted their own vision and now find themselves as a business owner in a mostly male dominated industry. We have developed content that will cover issues affecting business currently as well as the future. These curated sessions will be relevant, thought provoking, impactful and full of conversation.

Fab attendees will listen and learn from over 35 dynamic women that made working in hospitality their lifelong career. They will share what it really takes to work in this ever changing industry. Each topic covered will have multiple panelists that are experts in their field. They will disclose their knowledge, techniques, pitfalls, successes, and obstacles they had to jump through to be successful.

We are looking for partners that want to support dynamic women looking to achieve their dream with the education needed to succeed. To become an underwriter or to find out more about Fab opportunities please contact Randi Weinstein randi@thisisfab.com or 843.568.3343. website – thisisfab.com

First Year FAB Stats:

- **Number of women attending the first FAB Workshop:** 230 (300 capacity)
 - **Geographic Distribution:** National Attendees and National Speaker Base (NY, Boston, Nashville, Cali, Atlanta, Charleston, Chicago)
 - **Who Attended:** Restaurant Owners, Sommeliers, Servers, Management, Chefs, Director of Operations, Next Generation
 - **2017 Speakers:** Barbara Lynch, Kat Kinsman, Carolyn Richmond, Susan Spikes, Leslie Ferrier, Jen Hidinger, Sarah Robbins, Marie Petulla, Angie Mosier, Helen Johannesen, Alice Cheng, Dana Cowin, Jennifer Cole, Sarah Abell, Elizabeth Meltz, Maureen Cushing, Carrie Morey, Maneet Chauhan, Nancy Cushman, Trenness Woods-Black, Homa Dashtaki, Jenny Badman, Karalee Fallert, Sam Appel, Nancy Selzer, Amanda Kludt, Pam Lewy, Camilla Marcus, Molly Cherry, Rosanne Martino
 - **49 Million Media Impressions (not too shabby first year out) (see attached page for media)**
 - **Social Media:** Instagram: [@thisisfabchs](https://www.instagram.com/thisisfabchs) FB: [thisisfabchs](https://www.facebook.com/thisisfabchs)
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Fab Workshop Underwriter, \$10,000 (Three Spots Available)

This designation indicates that you believe in Fab, want to support women in the F&B industry, learn, connect and achieve their dreams through knowledge.

- Logo on the website home page with a link
- Logo on all advance marketing pieces
- Entry in the Media Lounge with access to all speakers and other activity taking place in Lounge
- Logo on host hotel signage
- Logo on host workshop event signage
- Logo on back of event badges
- Social media plugs as a supporter
- Opportunity to partner with Fab on the selection of a customized item for attendees
- Full page color ad in Official Program
- 4 badges to attend the 101 sessions OR to be donated towards a scholarship recipient

Fab Workshop Classroom Underwriter, \$7,000 (two spots available)

- Logo on the website under underwriter with a link
- Prominent placed logo in associated classroom as classroom underwriter
- Logo on host hotel signage
- Logo on host workshop event signage
- Social media plugs as a supporter
- 1/2-page color ad in Official Program
- 3 badges to attend the 101 sessions OR to be donated towards a scholarship recipient

Fab “Official Media Lounge” Underwriter, \$5,000 (one spot available)

- Promoted as the “official XX Media Lounge” underwriter of Fab Charleston
- Logo on the website with link as a partner
- Logo in designated location as designated partner
- Logo on host workshop event signage
- Social media plugs as a supporter
- 1/4-page color ad in Official Program
- 2 badges to attend the 101 sessions OR to be donated towards a scholarship recipient
- As an Underwriter, you will also be part of any podcasts taking place
- The Lounge will have specialty snack items just for FAB Speakers



Fab Official “Fuel” Underwriter

- ❖ **Official “Snack Supporter” (Four spots) \$2,500.00/EA**
- ❖ **Official “Lunch Supporter” (Two spots) \$3,500.00/EA**
 - Logo on the website under specific underwriter dollar amount with a link
 - Promoted as the “official XX Snack or Lunch” underwriter of Fab Charleston in official program
 - Logo associated with all signage for event
 - Logo on event signage at workshop
 - Social media plugs as a supporter
 - 1 badges to attend the 101 sessions

Fab Restaurant Official Partner \$2000

- Logo on the website under Restaurant partner of Fab
- Listed in the official Fab program as Where to eat Restaurant Partner
- Listed on the CUR|EAT App as an Official Where to Eat Restaurant Partner
- Social media plugs as a supporter
- 1 badge to attend the 101 sessions

Fab Cocktail Bar Official Partner \$1000

- Logo on the website under “Where to Drink” at Fab
- Listed in the official Fab program as Cocktail Bar Partner
- Listed on the CUR|EAT App as an Official Where to Drink Partner
- Social media plugs as a supporter

Friends of Fab \$1000

- Listed with link on website under partner
- Logo in event program under partner
- Listed on signage as partner
- Social media plugs as a supporter



Additional Underwriting Opportunities:

- Welcome Dinner at private home for Speakers only - \$5,000.00
- Social Hour Receptions Host- \$2500.00 (six spots) plus the cost of beverage (for 25 attendees)
- Industry Leader Luncheon - \$2,500.00 (Invite Only)
- Business Plan Bootcamp - \$2,500.00
- Pitch It Underwriter - \$2,500.00 (two spots)
- Scholarships for Women to Attend Fab-\$700/pp
- Create a Company Scholarship Program – TBD by each Company
- FAB Pop Ups prior to the workshop - \$3,000.00

**** Want to customize other Underwriting Opportunities?**

***** Want to donate product?**

Contact Randi Weinstein, FAB Founder

randi@thisisfab.com