



MISSION

TO BRING LIGHT TO **FATHERS** AND THE IMPORTANCE OF BONDING WITH THEIR DAUGHTERS. TO ERASE THE BIAS THAT DOING HAIR IS A DUTY FOR MOTHERS ONLY BECAUSE THAT IS NOT EVERY FAMILIES REALITY. IN 2018 WE WILL EMBARK ON A MULTI-CITY TOUR AND ARE SEEKING SPONSORS THAT ARE INTERESTED AND/OR ALIGNED WITH OUR BRAND MISSION.

“ NOT EVERY HOUSEHOLD HAS THE LUXURY OF HAVING A MOTHER AND BECAUSE OF THAT REASON ALONE THERE SHOULD BE NO BIAS WHEN IT COMES TO A FATHER TAKING ON THE RESPONSIBILITY OF ASSISTING HIS PRINCESS WITH HER CROWN...

-MIKE WORTINGTON

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BIO

A DALLAS, TX NATIVE, MIKE WORTHINGTON TAKES PRIDE IN HIS RELATIONSHIP WITH HIS DAUGHTER, ASIA WORTHINGTON. HE USES STYLING HER HAIR AS A BONDING EXPERIENCE. SHE ENJOYS THE CREATIVE HAIRSTYLES HER FATHER INTRODUCES HER TO, LOVES THE COLOR PINK, AND HOPES TO BECOME A SUPERMODEL ONE DAY. MIKE HAS ALWAYS STYLED HIS DAUGHTER'S HAIR FOR AS LONG AS HE COULD REMEMBER. FOUR YEARS AGO HE POSTED HIS FIRST HAIR TUTORIAL ON SOCIAL MEDIA, WITH NO EXPECTATION OF IT GOING VIRAL. SINCE THAT POST HE HAS CONTINUED TO POST AT LEAST ONCE A WEEK, GAINING HIM OVER 10 MILLIONS VIEWS ON SOCIAL MEDIA PLATFORMS AND PROMINENT MEDIA OUTLETS SUCH AS; UK DAILY, HUFFINGTON POST, ALLURE, COSMOPOLITAN, AND MORE.

COSMOPOLITAN

HUFFPOST

THE BEAUTY EXPERT
allure



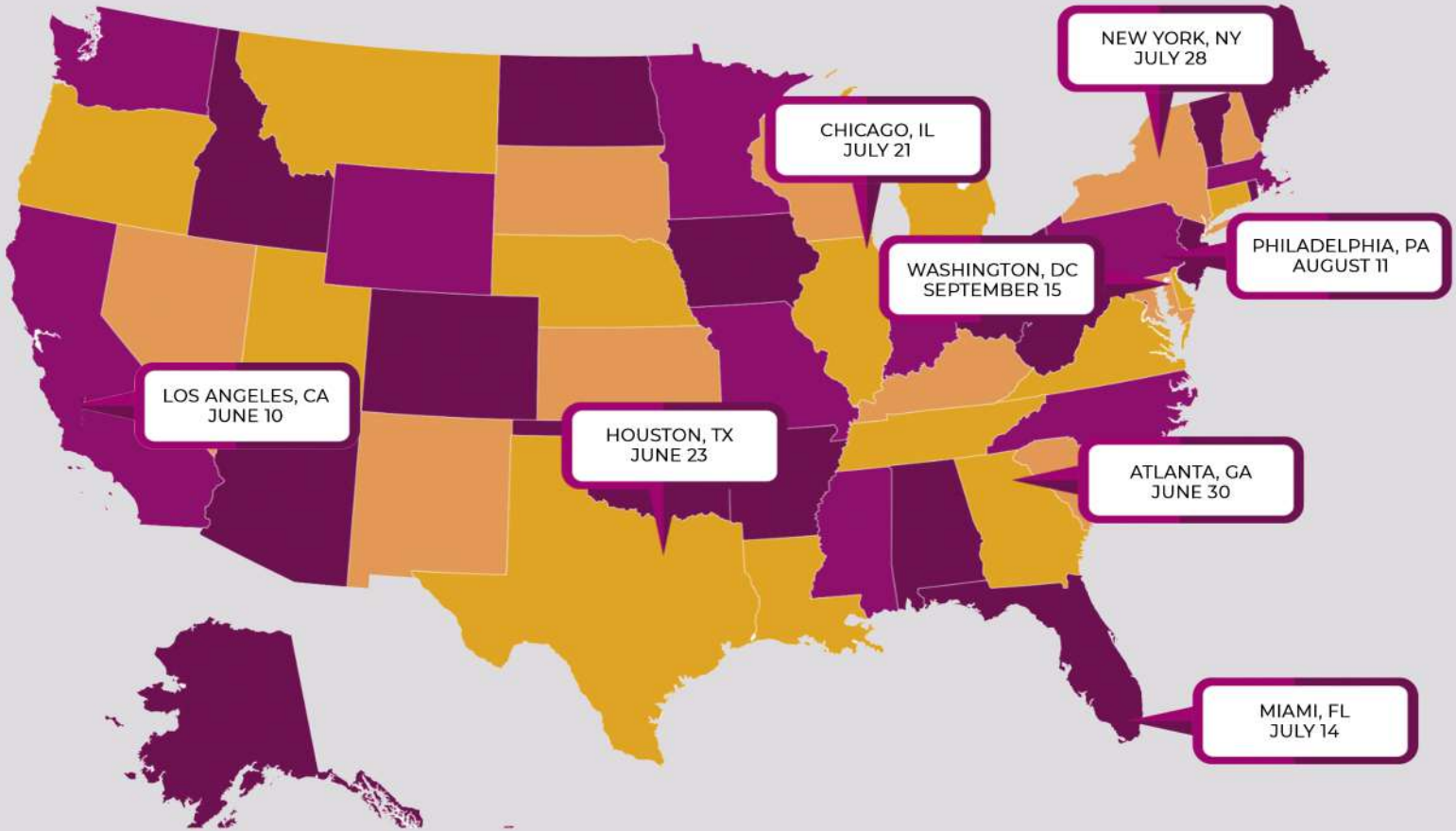
 @ICEMIKELOVESASIA / @ASIALOVESDADDY

 MICHAEL WORTHINGTON  @ICEMIKELOVESASIA



OVER
1.5M
FOLLOWERS COMBINED!

TOUR DATES



LOS ANGELES	JUNE 10
ATLANTA	JUNE 30
HOUSTON	JUNE 23
MIAMI	JULY 14
CHICAGO	JULY 21
NEW YORK	JULY 28
PHILADELPHIA	AUGUST 11
WASHINGTON DC	SEPTEMBER 15

LEVELS

SPONSORSHIP BENEFITS

TITLE SPONSOR	<ul style="list-style-type: none">• Listing on all marketing materials as a Platinum sponsor.• Issue a joint press release.• Logo placement on step & repeat.• Brand in gift bags.• Most prominent logo on promotional materials.• Logo included on all signage and website.• Inclusion of products for giveaways and raffles at the event.• Promotion on all social media websites.• Prominent vendor space to 3 out of the 6 cities.• 3 free tickets (1 father 1 daughter per) for city of choice.• Inclusion of products for giveaways and raffles at the event.
PLATINUM SPONSOR	<ul style="list-style-type: none">• Listing on all marketing materials as a Platinum sponsor.• Joint Press Release.• Logo placement on step & repeat banner.• Prominent vendor space to 3 out of the 6 cities.• 2 free tickets (1 father 1 daughter per) for city of choice.• Inclusion of products for giveaways and raffles at the event.
GOLD SPONSOR (Limited)	<ul style="list-style-type: none">• Listing on all marketing materials as a Gold sponsor.• Logo on selected promotional materials.• Logo included on selected signage at the venue.• Prominent vendor space to 3 out of the 6 cities.• 1 free tickets (1 father 1 daughter per) for city of choice.

PRODUCT SAMPLES & SERVICE DISCOUNTS

LEVEL I BRAND SPONSOR	<p>Brand Provides At Least One of the Following:</p> <ul style="list-style-type: none">• Minimum of 200 full size products for gift bags.• Minimum of 2 giveaway sets / services for raffle winners.• Minimum of 200 brochures / flyers with discount code for gift bags. (percentage and expiration date determined by brand) <p>Brand Receives:</p> <ul style="list-style-type: none">• Logo on selected promotional materials.• Logo / link on website and promotion on social media outlets.
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SPONSOR WILL BE MENTIONED DURING INTERVIEWS AT TOP RADIO STATIONS IN EACH CITY