



THE ULTIMATE
DADDY ^{Mr.}
daughter
experience



The Back Story

In 2011, three Dallas, Texas based fathers, who are also best friends, and their daughters traveled to Nassau, Bahamas to enjoy fun in the sun and bonding with their daughters. Their goal was to create an opportunity where they could pour into their girls through positive family experiences, pampering, activities and empowerment sessions that would stay with them for a lifetime. Over time, this small group of three dads and their daughters grew and expanded, year after year.

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The Birth of The Ultimate Daddy Daughter Experience

The Dallas dads' initial intentions were to strengthen their relationships with their daughters, bolster self-esteem, create memories and in some cases, to give mom a break!



Over years their vision, and ultimately their group has expanded to include "Daddy/Daughter" pairings of all ages and various backgrounds. Lalanii wanted to produce a 3-day event where attendees would return with not only sun-kissed skin but renewed spirits, greater communication, a stronger connection, tons of cool photos and souvenirs for loved ones back home.

Powered by her company Mogul 24/7, Lalanii, a business mogul and VIP event planner, joined forces with powerhouse public relations and communications strategist, Kayla Tucker Adams of KTA Media Group, and branding/event production guru, Trea Davenport of Trea Day, LLC to produce what is now known as The Ultimate Daddy Daughter Experience!



Now in June 2020 families from across the United States and abroad can partake in the magic of The Ultimate Daddy Daughter Experience!

Original Daddy Daughter Trip Members from top to bottom: Chris Adams, Founder & President, Brooklyn Sweeps, Inc. (and daughter, Brooklyn); Russell Wilson II, Federal Criminal Defense Attorney; Vernell Trigg, Jr., President & CEO, Cynergy Collaborative Consultants

The Birth of The Ultimate Daddy Daughter Experience

Lalanii Wilson Jones was invited to join the daddy-daughter crew by the three originators, her brothers, as they knew that her daughter's dad was deceased. They recognized the value of her daughter still being able to participate and spoke to the importance of family and friends standing in the gap and stepping up as father-figures.

Lalanii was so inspired by the occasion that it became a staple annual trip. She even brought her own father along for the daddy-daughter bonding experience! Even though she was as an adult daughter there with her dad, she found the time with her father to be priceless. As she began to share experience with others, she knew that this was something special and decided to create an opportunity to replicate this "Daddy Daughter Magic" for others to enjoy.



LALANII

WILSON-JONES

**Creator and Co-Event Producer of
The Ultimate Daddy Daughter
Experience**

The Venue

Disney© Contemporary Resort
4600 North World Drive Lake Buena Vista, FL 32830-8413

3
NIGHTS

4
DAYS

100+
PARTICIPANTS

Ultimate Daddy Daughter Experience will take place at the ultra-modern Disney's Contemporary Resort!

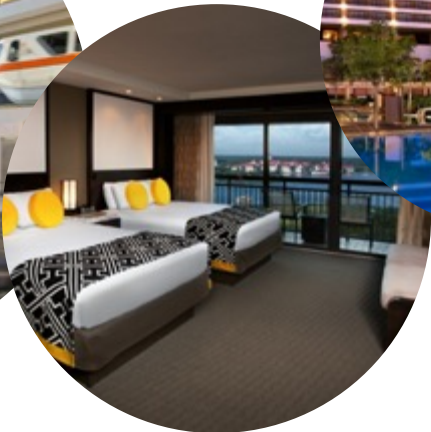
Sponsors will have on-site access to:

UDDE Attendees for Engagement

- Wi-Fi
- Easy Load In/Out
- Electricity
- Outlets
- AV/Tech
- Signage
- Round Trip Airport Transportation
- Parking Facilities

[Check Out the Disney Contemporary Resort HERE!](#)

WALT DISNEY World®





3-Nights, 4-Days of Fun! The Schedule Will Include:

THURSDAY June 18, 2020

Welcome Reception

Photos, munchies and VIP gifting

Popcorn Princess Movie Night

Screening of a Disney movie

FRIDAY June 19, 2020

Princess Pampering & Make Over Lounge

Natural hair, beauty, and skincare lounge

Day at Disney Theme Park

Special armbands and transportation

Daddy/Daughter LIVE!

Recorded sessions presented by celeb fathers

Tech Me Out

Gaming and STEM Pop Up Experience

Competition Game Night

Fun activities like Battle of The Dads, Tug of War, Dance Challenge, Giant Jenga, Twister

Tentative Schedule

*Schedule subject to change.

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SATURDAY

June 20, 2020

Princess Pampering & Make Over Lounge

Natural hair, beauty, and skincare lounge

Daddy & Daughter DIY Crown Making

One of a kind craft-making session

Keepsake Photo Shoot

Capture the special moment with priceless images

Tween Talk

Dads and daughters discuss cyberbullying, social media, virtue, and IKKY boys!

Good Deeds Ball and Princess Coronation

Daddy/Daughter dance, paparazzi-style purple carpet



SUNDAY

June 21, 2020

Farwell Father's Day Breakfast

Autograph book signing, special send-off meal for special dads!

Performances By



"T.I. & TINY'S: THE FAMILY HUSTLE" STAR
KING HARRIS

IG: @the_next_king10
620K

BMB RECORDS ROYALTY
BROOKLYN QUEEN

IG: @brooklynqueen03
995K



Special Guest



TYLER PERRY'S "THE OVAL" &
"RUTHLESS" ACTRESS
LONDON ROSE SELLARS

IG: @londonrose.sellars
10.2K

Daddy Demo

- Daddy/Daughter pairs from all over the United States, Canada, and the Caribbean
- African-American
- Professional
- Educated, most with an advanced degree
- Entrepreneur
- Upper-middle class



Daddy/Daughter Good Deed Recipients

A portion of the proceeds will benefit worthy organizations committed to the advancement and enrichment of girls across the United States.

We are happy to tailor a package specifically to maximize awareness and provide the best experience for the attendees.

**Good Deed Recipients will be Honored at Special Dinner Ball.*

ANTICIPATED # OF GUESTS: 100 (50) pairs

Sponsorship Opportunities

The Ultimate Daddy Daughter Experience will serve up a dual dose of girl-gee and dad-delight. Explore the following participation tiers to see how you and your organization can get involved in the making of monumental moments!

TYPES OF SPONSORS OR BRAND AFFILIATES

- Products
- Beverages
- Food
- Snacks
- Travel
- Ground Transportation
- Clothing
- Accessories
- Technology
- Skincare
- Beauty
- Haircare
- Swimwear
- Sun Protection
- Insurance
- Photo/Camera

Sponsorship Levels

Crown Jewel

\$15,000

As the Presenting Sponsor, your company will serve as a catalyst for bringing this weekend to life. Forged at the forefront of each father-daughter activity, this is an ideal opportunity to align your brand with an unforgettable bonding experience.

Consider this package to receive:

- Co-presenting sponsorship exclusivity
- Keynote during Good Deeds presentation
- Branding throughout event
- Company logo on all printed material
- Company logo on all digital material
- Company logo on all t-shirts
- Logo inclusion in feature event slideshows
- Logo (GOBO) at select events
- In-suite branding
- VIP influencer branding placement and photos
- Banner signage display
- Spotlight in press releases and all outbound media material
- Dedicated email blast
- A table in the exhibitor hall
- Full page ad in Ultimate Daddy Daughter Experience program
- The inclusion of collateral in UDDE gift bags
- Social media campaign integration
- Dedicated hashtag
- Influencer social media posts
- Recap promo video inclusion

Sponsorship Levels

#1 Dad
\$10,000

Consider this package to receive:

- Acknowledgment during Good Deeds presentation
- Branding throughout event
- Company logo on all printed material
- Company logo on all digital material
- Company logo on all t-shirts
- Logo inclusion in feature event slideshows
- In-suite branding
- VIP influencer branding placement and photos
- Banner signage display
- Spotlight in press releases and all outbound media material
- Dedicated email blast
- A table in the exhibitor hall
- 1/2 page ad in Ultimate Daddy Daughter Experience program
- The inclusion of collateral in UDDE gift bags
- Social media campaign integration
- Dedicated hashtag
- Recap promo video inclusion

Sponsorship Levels

PRINCESS

\$5,000

- Company logo on all printed material
- Company logo on all digital material
- Logo inclusion in feature event slideshows
- Banner signage display
- Mention in eblast
- A table in the exhibitor hall
- ¼ page ad in Ultimate Daddy Daughter Weekend Program
- The inclusion of collateral in UDDE gift bags
- Social Media Campaign Integration
- Recap Promo Video Inclusion

DADDY'S LITTLE GIRL

\$2,500

- Company logo on all printed material
- Recognition on website and electronic newsletter
- A table in the exhibitor hall
- The inclusion of collateral in UDDE gift bags
- Social Media Campaign Integration

GOOD DEEDS BALL

\$4,500

- Priority placed table for 10
- Speaker session and verbal recognition from the podium
- Prominent recognition and logo placement on all UDDE event collateral
- Ad placement in event slideshow
- Listing on the event invitation
- Featured prominently on event webpage, email marketing
- Integration in social media campaign
- Sponsorship mention in the press release

Other Opportunities

Other Ways To Get Involved

VENDOR 3 DAYS \$650 or \$300/DAY

Exhibiting at The Ultimate Daddy Daughter Experience is a unique opportunity to sell and display products, showcase new ideas and provide information directly to excited and curious young ladies and their doting dads. Space is very limited and will be allocated on an as-available basis. Table exhibitors receive:

72'x30' table and 2 chairs
Logo on printed signage

GIFT BAG SPONSOR

\$150

Get your brand in front of dozens of families! The Ultimate Daddy Daughter Experience gift bags allow you to tap into the hearts and homes of every attendee by sending them home with something special.

Partners & Affiliates



MOGUL247



WALT DISNEY World®

Ultimate Daddy Daughter Experience Event Producers



LALANII

WILSON-JONES

**Business Mogul &
VIP Event Planner**

Mogul 24/7



KAYLA

TUCKER-ADAMS

**Powerhouse Public Relations &
Communications Strategist**

KTA Media Group



TREAVION

DAVENPORT-CHIN

**Branding & Event
Production Guru**

Trea Day, LLC



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