

# THE 2024 CCM LEADERSHIP CONVENTION SPONSORSHIP PACKAGE

A MARKETING PARTNERSHIP OFFER FOR LEADERS AND  
THEIR ORGANIZATIONS

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# ABOUT US

THE FELECIA KILLINGS FOUNDATION: EMPOWERING A NEW BREED OF RISING LEADERS, READY TO DO THINGS GOD'S WAY SO WE GET HIS RESULTS

OUR PARTNERSHIPS WITH RISING LEADERS WHO HAVE BUILT NEW PLATFORMS AND ORGANIZATIONS ALLOW US TO BRING THEIR CORE MESSAGE, BOOKS, AND COMMUNITY OUTREACH WORK TO OUR NATIONAL ONLINE AUDIENCE



## FELECIA'S INFLUENCE

## AWARD-WINNING COACH

FELECIA KILLINGS IS AN AWARD-WINNING COACH.

SHE IS ALSO THE FOUNDER AND CEO OF THE FELECIA KILLINGS FOUNDATION, A VIRTUAL EMPIRE THAT EMPOWERS HER BELOVED AUDIENCE TO ENGAGE IN THIS END-TIME REVIVAL AND REFORMATION USING THE WRITTEN AND SPOKEN WORD.

FELECIA IS THE VISIONARY AND CEO OF THE CONSCIOUS CONSERVATIVE MOVEMENT, A NATIONAL POWERHOUSE THAT TEACHES BELOVEDS HOW TO BUILD SOCIAL, POLITICAL & ECONOMIC EMPIRES BASED ON KINGDOM PRINCIPLES.

SINCE 2016, FELECIA'S ONLINE INFLUENCE HAS TAPPED THE POLITICAL SPHERE. USING SOCIAL MEDIA AS HER PRIMARY METHOD FOR EMPOWERMENT, SHE VIRTUALLY TRAINS POLITICAL LEADERS AND CONSERVATIVE VOTERS WITH EFFECTIVE STRATEGIES FOR REACHING BLACK AUDIENCES. HER INFLUENCE NOW INCLUDES EMPOWERING 25,000+ FOLLOWERS USING TWITTER AND SUBSTACK.

IN 2020, FELECIA'S ONLINE TRAINING CAUGHT THE ATTENTION OF HOLLYWOOD CELEBRITIES, CONSERVATIVE POLITICIANS, MEDIA COMMENTATORS, AND BLACK CONSERVATIVE OUTLETS. SUCH NAMES INCLUDE JOY VILLA, SINGER AND ARTIST; SHERMICHAEL SINGLETON, REPUBLICAN STRATEGIST AND POLITICAL COMMENTATOR ON MSNBC; REBECCA MANSOUR, EDITOR-AT-LARGE AND BREITBART NEWS HOST OF "BREITBART NEWS TONIGHT;" SONNIE JOHNSON, HOST OF "SONNIE'S CORNER" ON SIRIUS XM; TARA SETMAYER, HOST OF "HONESTLY SPEAKING W/ TARA" AND CNN CONTRIBUTOR; AND MANY OTHERS. SHE'S ALSO BEEN FEATURED ON FOX.

## TESTIMONIAL

As a powerful, inspirational voice in the social and political space, Felecia brings the newest breed of leaders, their platforms, and their books to her Beloved Tribe.

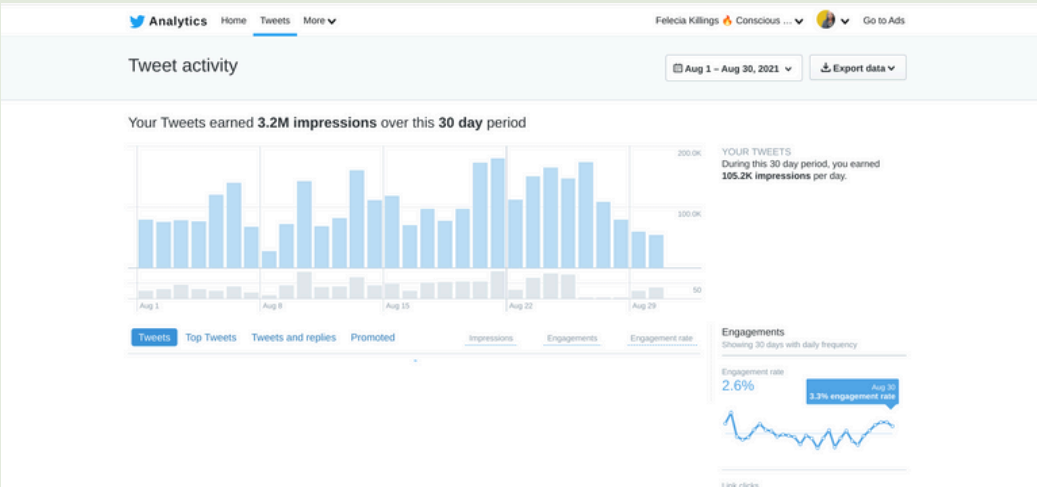
In addition, her content is shared through a massive network of Black Conservative Voices, who are focused on building social, political, and economic empires.

*"People don't understand. [Coach] is the unseen force behind what we do. If you want your brand right; if you want to get out there; if you want your subscribership up; if you need someone to give you knowledge, wisdom, and understanding on how to get your podcast and message across correctly, you need to get with her. Coach is just that powerful. Don't play around. She'll get you where you need to be." - Corey Frazier aka G-fraz*

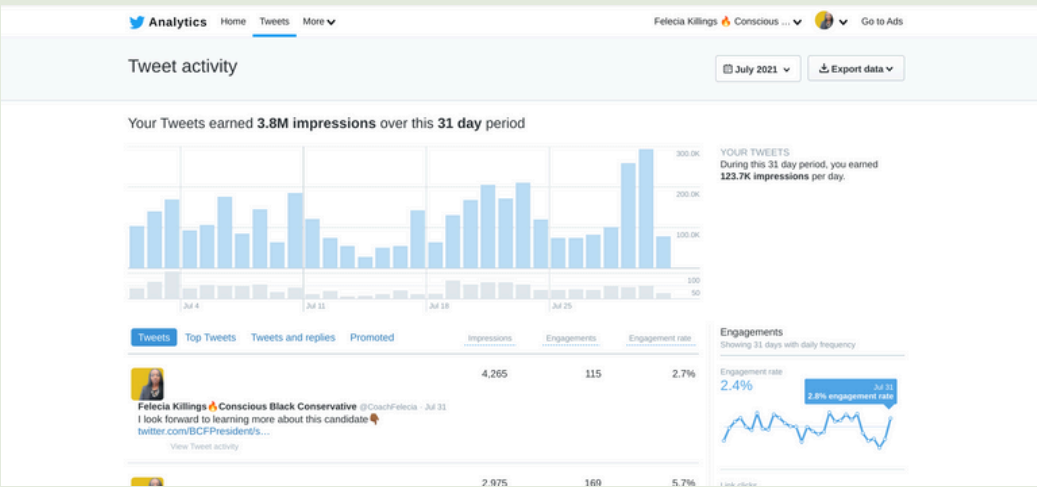
# TWITTER CLASS

TWITTER CLASS IS A DAILY SOCIAL MEDIA INTERACTION THAT BRINGS 25K+ PEOPLE TOGETHER TO DISCUSS SOCIAL, POLITICAL & ECONOMIC SOLUTIONS

EACH MONTH, COACH FELECIA GENERATES 3M-6M MONTHLY IMPRESSIONS BASED ON AUTHENTIC CONVERSATIONS AND SOLUTIONS THAT IMPROVE PEOPLE'S LIVES



ENGAGEMENT RATE FOR TWITTER CLASS IS 2-3%.



THE NATIONAL AVERAGE RATE FOR TWITTER INFLUENCERS IS 0.09%, WHICH IS CONSIDERED HIGH ENGAGEMENT.



OUR AUDIENCE VIA COACH FELECIA'S PLATFORM INTENTIONALLY SHOWS UP EACH DAY TO RECEIVE NEW INSIGHT REGARDING THE SOCIAL, POLITICAL, AND ECONOMIC SPACES. THIS IS THE REASON FOR HIGH ENGAGEMENT.

# OUR AUDIENCE

THE BELOVED TRIBE COMPRISES OF AN INTEGRATED DEMOGRAPHIC THAT'S LEARNING TO WORK TOGETHER TO BUILD SOCIAL, CULTURAL, AND POLITICAL ALLIANCES TO IMPROVE OUR COMMUNITIES NATIONWIDE

LEADERS WHO PARTNER WITH THE FOUNDATION FOR PROMOTIONAL PURPOSES CAN TRUST THAT THEIR INVESTMENTS WILL GENERATE MORE BRAND AWARENESS CENTERING ON THEIR PLATFORM, MESSAGE & BOOKS.

- 25% OF AUDIENCE ARE BLACK AMERICANS
- 75% OF AUDIENCE ARE WHITE CONSERVATIVES
- AGES: 25-65
- AVERAGE HOUSEHOLD INCOME: \$50,000-\$100,000
- MEN: 50%
- WOMEN: 50%
- EDUCATION: SOME COLLEGE, BACHELOR'S DEGREE, MASTER'S DEGREE
- WORK: ENTREPRENEURSHIP, CONTENT CREATORS, SMALL BUSINESS OWNERS, FREELANCERS, PODCASTERS, EDUCATORS
- RELIGION: 70% CHRISTIAN, 10% BLACK MUSLIM, 20% NON-AFFILIATED
- FAMILY STRUCTURE: MARRIED WITH CHILDREN, SINGLE PARENTS, UNMARRIED AND DATING
- LOCATIONS: EAST COAST

# LET'S GET TO WORK

**INCREASE BRAND AWARENESS** | GENERATE NEW LEADS | **GENERATE ORGANIC TRAFFIC** | REACH NEW AUDIENCES | **EARN CREDIBILITY IN NEW SPACES** | JOIN A POWERFUL NETWORK AMONG OTHER **BRANDS & BUSINESSES**

"BUILDING ONLINE RELATIONSHIPS IS KEY TO YOUR SUCCESS. BUSINESS SPONSORSHIPS MAKE THAT HAPPEN." - FELECIA KILLINGS



## PREVIOUS AND CURRENT PARTNERSHIPS

- **COREY COOPER**, GOSPEL ARTIST OF THE SON STANDS STILL
- **DENNIS PERKINS**, AUTHOR OF THE CAMOUFLAGE OF DECEPTION
- **FAITH CHIWAWANA**, AUTHOR OF SPANISH FOR CHRISTIAN MINISTRY
- **SHANI MIXON**, AUTHOR OF DIPSUCHOS
- **ELOISE COLLINS**, AUTHOR OF THE FAITHFUL JOURNEY
- **AVALON BROWN**, AUTHOR OF MOMMY, WHY DO I HAVE A COLD?

- **SONNIE JOHNSON** AND HER WEEKLY PODCAST, "SONNIE'S CORNER"
- **SOLOMON GRAHAM AND COREY FRAZIER** AND THEIR PODCAST, "LIBRE TV"
- **THE CONSCIOUS CONSERVATIVE MOVEMENT** & ITS MEDIA NETWORK
- **TINA GASNAREZ**, AUTHOR OF MARTINA GETS A HOME
- **DAVID JOANNES**, AUTHOR OF MIND OF A MISSIONARY

## RESULTS:

- INCREASED BRAND AWARENESS
- INCREASED BOOK SALES
- INCREASED SUBSCRIBERS
- INCREASED MEMBERSHIP IN ONLINE COMMUNITIES
- INCREASED DONATIONS FOR ORGANIZATIONS

THE BELOVED TRIBE IS EAGER TO SUPPORT RISING LEADERS WHO WILL EMPOWER THEM. YOUR SPONSORSHIP GRANTS YOU ACCESS TO OUR TWITTER CLASS, CCM PODCAST, AND OUR BI-ANNUAL LEADERSHIP CONVENTIONS FOR 30 DAYS.

# **Sponsorship Agreement Form for Leaders Working with The Felecia Killings Foundation**

This contract is between The Felecia Killings Foundation (hereafter referred to as “The Influencer”) and \_\_\_\_\_ (hereafter referred to as “The Leader”).

## **Description of Services:**

As a leader in the social, political, and economic spheres, you know the importance of effective marketing. You can have the perfect message and book that solves problems. But unless you know how to reach people and persuade them to purchase your products, your platform remains obsolete.

Marketing is best understood as proper positioning in a targeted market. Once positioned, you use different communication strategies that highlight the value your product brings to a community, tribe, or audience. And no form of communication has been more effective than today’s modern “word-of-mouth” strategy known as influencer marketing.

*Influencer marketing involves outsourcing key leaders in the virtual space who will bring awareness to a business’s brand. By purchasing sponsored content (i.e. blog posts, social media posts, video content, website ad space, ebooks, event placements, etc.), a business can rely on an influencer to promote one's brand to a national audience.*

Over the last decade, influencer marketing and sponsorship opportunities have taken over the social media sphere. And your business will benefit greatly from these opportunities.

## **10 Long-Term Benefits of Influencer Marketing and Securing Sponsorships with Reputable Influencers**

When considering sponsorship opportunities for your platform, keep these benefits in mind:

1. For every \$1 a business spends on influencer marketing, that business generates \$5.20 in marketing exposure ([Source: Influencer Marketing Hub](#)).
2. The best influencers to work with are those within your niche or industry, ones who can promote your product most effectively ([Source: Influencer Marketing Hub](#)).
3. Influencers are strict about the products they promote, selecting only that which is most relevant to their audiences ([Source: Influencer Marketing Hub](#)).
4. Print advertising is decreasing as influencer marketing increases ([Source: Influencer Marketing Hub](#)).
5. 40% of Twitter users said they made a purchase based on a tweet from their favorite influencer ([Source: Influencer Marketing Hub](#)).
6. When searching for influencers, it's important to find brands that are already into your products ([Source: Influencer Marketing Hub](#)).
7. 91% of millennials say they trust influencer or online reviews in the same way they trust recommendations from family and friends ([Source: Influencer Marketing Hub](#)).
8. 50% of consumers will take action to purchase a product after reading a positive review ([Source: Influencer Marketing Hub](#)).
9. The most effective influencer marketing campaigns are the ones that are organic to an audience ([Source: Influencer Marketing Hub](#)).
10. Influencers with 10K - 100K followers offer the best results for organic engagement and reach ([Source: Influencer Marketing Hub](#)).

At *Coach Felecia Killings Omnimedia*, we have a growing audience of 25,000+ members who trust the leaders we bring to our platform. And with our unique sponsorship packages, you will discover the #1 solution for promoting your platform, message, and books to a wider audience.

**At The Felecia Killings Foundation, we want to help you secure new opportunities and expand your platform's reach.**

- Our Sponsorship Package (\$3,000): With this purchase, The Foundation will promote your social, political, or economic platform to our loyal audience of 25,000+ members for 30 days during our CCM Podcast (20 episodes), CCM Leadership Convention (1 event), and the CCM Great Debate on Twitter (1 event).
- Our Sponsorship Package also grants the leader access to 1 CCM Leadership Convention as a VIP attendee.

**If your platform and organization fall under the following categories, we want to bring your message to our audiences:**

- Spiritual Laws and Kingdom Principles
- Conservative Politics
- Conservative Leadership
- Black Political Thought
- Effective Black Outreach
- Online Business Development
- Women's Empowerment and Leadership
- Education
- Love, Marriage, and Relationships
- Community Outreach
- Maternal Care
- Youth Empowerment
- Health and Wellness for Men and Women
- Other



## **Here's How to Get Started:**

1. **Schedule a FREE 20-minute discovery call with Coach Felecia Killings** (coachfeleciakillings@gmail.com) to determine if this partnership is most ideal.
2. **Sign our Sponsorship Package Agreement Form**, which details our promotional offers.
3. **Submit your sponsorship payment by August 31, 2024.** Your marketing campaign will be constructed within 3-business days and will be sent to our Twitter audience and Substack beginning the Monday after submitted payment.

## **Your Social Impact**

Your sponsorship purchase goes beyond helping your platform gain more exposure. With each sponsorship, we use a portion of all proceeds to offer low-income community members FREE access to our leadership conventions. Your social impact is a great investment in the development of Atlanta's rising leaders.

We look forward to working with you this year.

By signing this agreement, "The Leader" understands that The Felecia Killings Foundation will:

- Help "The Leader" reach new audiences
- Help "The Leader" scale his/her platform by engaging in active conversations on Twitter around the Leader's core message and book
- Help "The Leader" expand his/her credibility and authority in the online space
- Help "The Leader" generate new leads by promoting his/her platform and books on Twitter and Substack
- Help "The Leader" increase website traffic by incorporating backlinks to "The Brand's" website
- Help "The Leader" connect to a growing platform that reaches a national audience
- Help "The Leader" connect to a growing network of mainstream influencers

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("The Brand's" First and Last Name)

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("The Brand's" Signature)

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(Date)