



# SUNDRESS & BIG HAT BRUNCH

*where it's okay  
to be girly*





# EVENT SNAPSHOT

*about the event*

The Sundress and Big Hat Brunch is an annual multi-city, one-day experience attracting hundreds of women in each city from around the country.

We put women in rooms to create conversation, community, and collaborations. We do this by providing an environment where women can:

- Gather and learn from each other.
- Share life lessons and experiences.
- Make personal and business connections.
- Practice self-care as they allow themselves to be free of distractions.
- Uplift and shine with each other.

Our curated experiences and events gather like-minded women who honor and value friendship and its positive impact on their lives, health, business, and personal growth.





# OUR AUDIENCE

**AGE**

Average Age: 45  
10% - 20 - 40  
20% - 40  
70% - 50+

**DEMOGRAPHIC**

100% Female

**INCOME**

Average: \$75K+

**EDUCATION**

Bachelor's and above

**CAREER LEVEL**

- Professional Women
- Entrepreneurs
- Retirees

**RELATIONSHIP STATUS**

55% Single  
45% Married

**CHILDREN**

75% Have adult or college-aged children

**ATTENDANCE**

40% have attended in the past.

Most will attend as a group or at least one person they know

**Areas of Interest**

- Travel
- Community Events
- Health
- Fashion
- Relationships
- Personal Development





# AUDIENCE BEHAVIOR

In the next 12-14 months, our audience will:

Travel to another country

Travel with a group

Make a significant life decision

Start a business

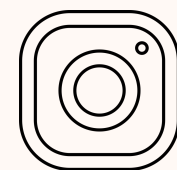
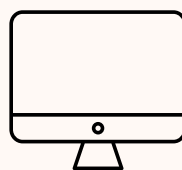
Become a grandparent





*Our Reach*

200K+ COMBINED REACH



between website visits, Facebook, IG, and emails.



# AUDIENCE RESPONSE

## 46.9%

OPEN RATE

Our audience is highly engaged and responsive. Our open rate on emails sent to our database is typically 46.9% with a click rate of 7.46%

## 7.46%

CLICK RATE

On average, we email our audience 1-2 times per month. Not only does our audience want to hear from us, but they respond to emails expressing excitement for what's next or disappointment if they can't attend.







# LET'S CUSTOMIZE!

*sponsorships & partnerships*

Let's work together to design a customized package to help you achieve your goals.

Some of the ways we can work together include:

- Naming Opportunities
- Onsite Activations
- Advertising and Media Presence
- VIP Opportunities
- Brand Recognition
- Sampling and Product Placement
- Services and Support

We want to hear about your goals and build something for you and your budget.



# LET'S CONNECT

We're excited to learn more about your goals and how we can partner to help you achieve them.

Let's chat about all the ways we can work together.

*Lana Hunter*

Lana Hunter, Founder and Owner

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