



The Bunchful Awards

Annual Event Shines the Spotlight on Giving

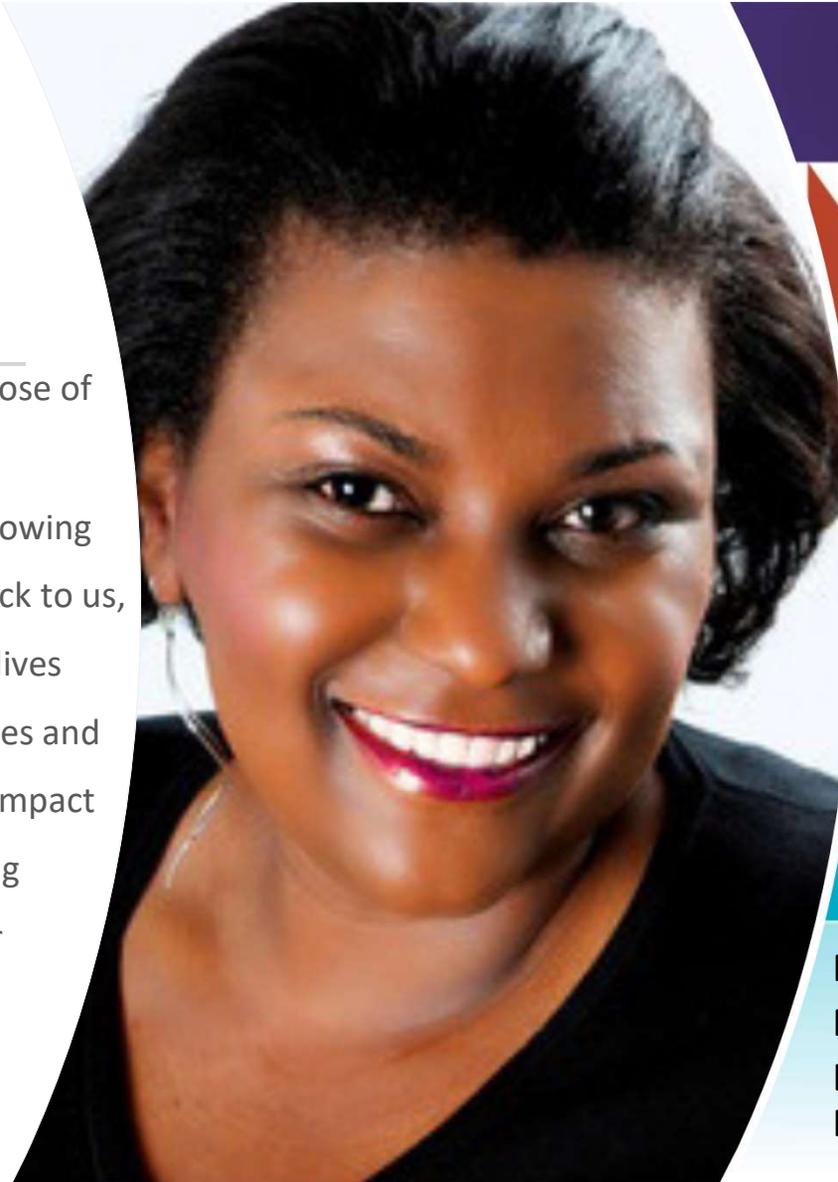
Audience: socially conscious consumers, USD \$3.52 trillion spending power

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Virtual Event: Nov 16-17, 2021

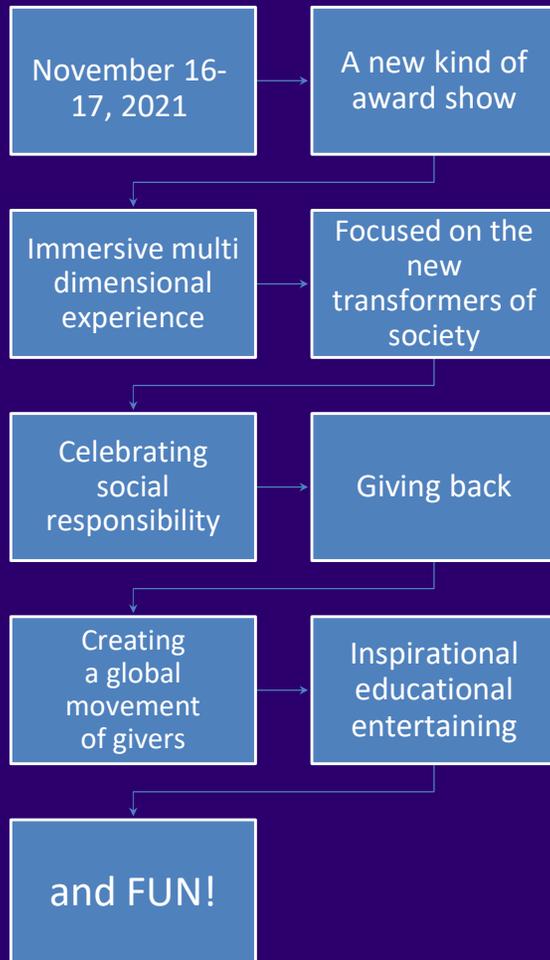
“I believe that the central purpose of life is to give, to give with great abundance and love, to give knowing that what we give will come back to us, manifold, to give, because our lives depend on it, to give to ourselves and to give to others, realizing the impact we can make in creating thriving communities that underpin our collective growth.”



RAQUEL MILLER
FOUNDER | CEO | KEYNOTE | CHAIR
BOARD DIRECTOR - DIVERSITY
EQUITY & INCLUSION

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The Virtual Bunchful Awards



Not Your Typical Award Show

In the time of the pandemic, when it was needed most, our awardees stepped up, got on their feet and helped their communities. We are celebrating this bunchful spirit.

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CONNECT YOUR BRAND TO

Socially Conscious Consumers on a Global
Scale, USD \$3.52 trillion spending power

Culturally Diverse and Inclusive

Age Range: 18 to 54

Income Bracket: USD \$50k to \$200k

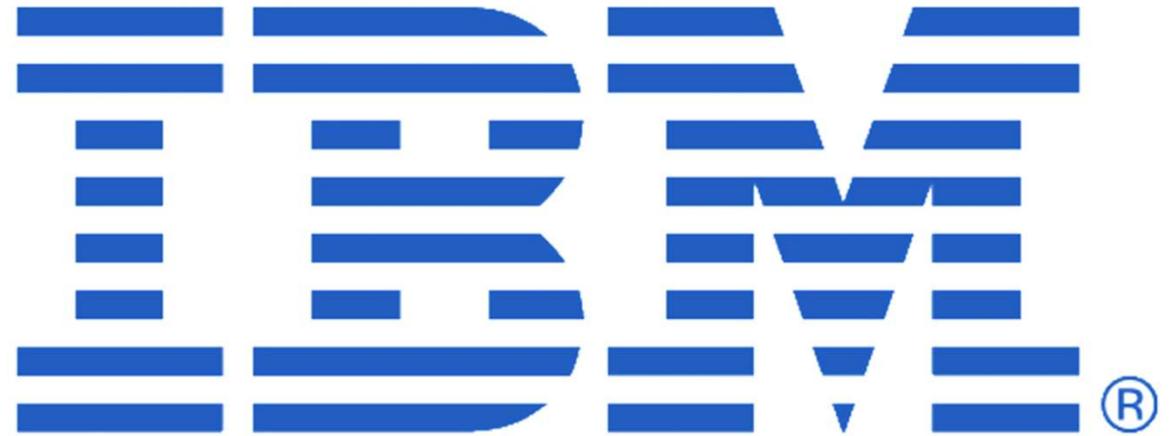
Lifestyle: Travel, socially active & aware, and well educated

Buying Habits: loyal to favorite brands, those that give back

Occupation: life science, academia, tech, non profit, finance

The Bunchful Awards, Virtual Event Nov 16 – 17, 2021

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A BUNCHFUL OF THANKS TO OUR CURRENT SPONSORS

This is a great opportunity to join the prestigious group of sponsors who have already partnered with Bunchful. Please contact us to connect your brand with the profitable, growing, brand loyal community of socially conscious consumers.

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Why the IRC



Founded at the suggestion of Albert Einstein, the IRC is a gold-standard organization working in some of the toughest neighborhoods around the globe.

Nicholas Kristof

Columnist for The New York Times, winner of two Pulitzer Prizes, and son of a refugee

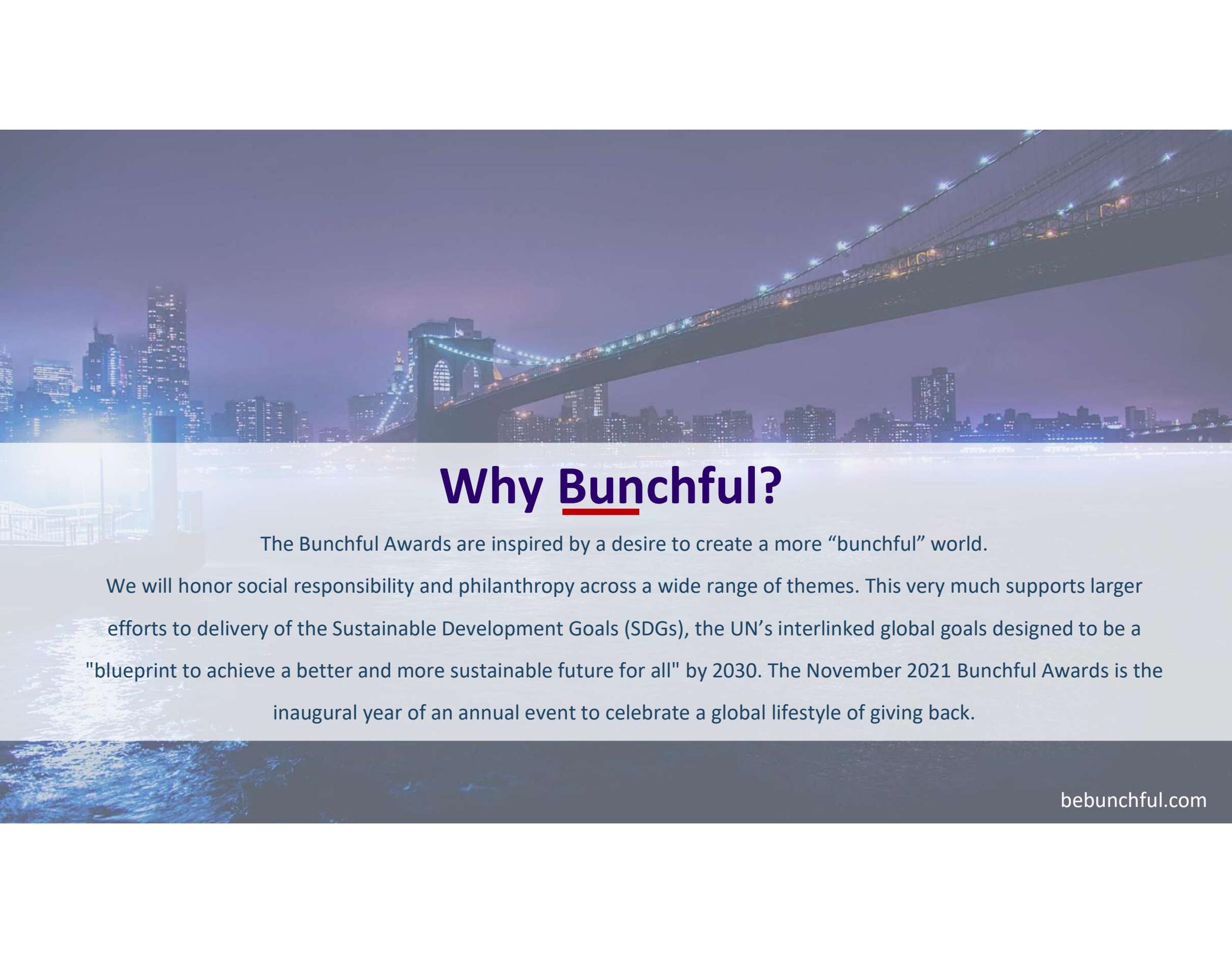


Global Philanthropic Organization, supported by a wide audience of celebrities, fortune companies and a socially conscious audience.

BUNCHFUL is proud to have the IRC as our philanthropic beneficiary

From June 15, 2021, to Feb 15, 2022, Bunchful will donate 50% for every purchase of a ticket to the Bunchful Awards, held on November 16-17, 2021, to the IRC, a not-for-profit organization dedicated to providing humanitarian aid, relief and resettlement to refugees and other victims of oppression or violent conflict, with a minimum guaranteed contribution of \$100,000 USD regardless of ticket sales. For more information, visit www.rescue.org and the Bunchful Awards website. No portion of the purchase price is tax-deductible.

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Why Bunchful?

The Bunchful Awards are inspired by a desire to create a more “bunchful” world.

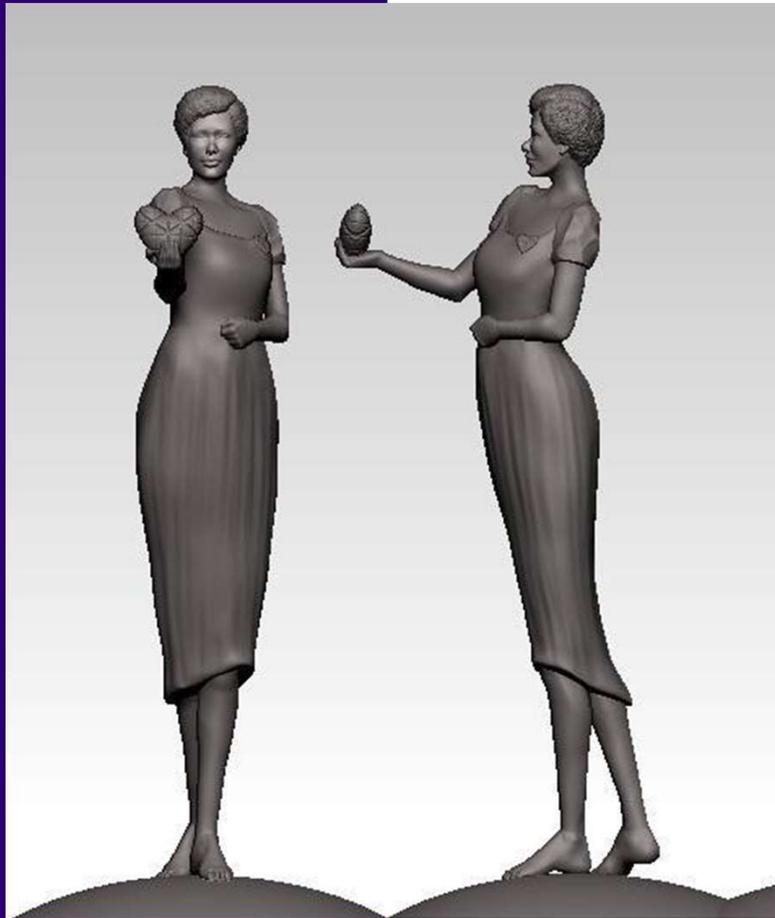
We will honor social responsibility and philanthropy across a wide range of themes. This very much supports larger efforts to delivery of the Sustainable Development Goals (SDGs), the UN’s interlinked global goals designed to be a "blueprint to achieve a better and more sustainable future for all" by 2030. The November 2021 Bunchful Awards is the inaugural year of an annual event to celebrate a global lifestyle of giving back.

Our Vision

SHINING THE SPOTLIGHT ON GIVING

- We will honor the very generous contributions made by so many to help those most affected by the coronavirus pandemic.
- We wish to inspire the growth of philanthropy as a global way of living.
- We aim to enhance the work of the giving community by highlighting successes large and small and promoting partnerships.
- We will demonstrate the potential of giving to transform the lives of individuals and communities toward a better world for all.





Our Strategy

Bunchful will host its first annual event virtually on November 16 – 17, 2021. This will be an opportunity to bring together a larger group of international participants.

The event format will capitalize on the opportunity to showcase generosity and giving at all levels within local communities, and on a national and global scale.

Through the open call for the sharing of stories and impacts, we seek to recognise the efforts of outstanding nominees by awarding The Bunchful Award for their acts of generosity.

We are honored to have the IRC as a non-profit beneficiary in this venture.

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Our Mission

INFORM | RECOGNIZE | CELEBRATE



Nomination Committee

TRANSPARENCY AND EXCELLENCE

The nominating committee will help build the criteria for individuals nominated for a Bunchful Award, screen the nominees and conduct nominee outreach. This will ensure that awards and nominees align.

Panel of Judges

EXPERIENCE AND WISDOM

Judges will have independent authority and autonomy to cast their votes for nominees and be provided with the judging guidance and criteria from the Nomination Committee.

Awards Categories



THE BUNCHFUL “SUSTENANCE” AWARD

This award will recognise efforts to address food poverty, in particular, where this has been worsened by the impact of the pandemic. Recipients could include campaigners, food banks, supermarkets and other local sustainable food initiatives. It supports the UN Sustainable Development Goal of **Zero Hunger** and is other excellent work in this area, including the UN World Food Programme’s work to combat pandemic-related hunger, with these efforts recognized in the 2020 Nobel Peace Prize.



THE BUNCHFUL “WISDOM” AWARD

The award will recognize the efforts of educators and teachers during the pandemic, with particular challenges related to continuing to teach remotely and efforts to minimise disruption in learning despite schools, universities and other educational institutions facing major barriers. It could also recognize efforts to provide IT hardware and internet access for those without it to be able to continue learning. This award is linked to the UN Sustainable Development Goal of **Quality Education**.



THE BUNCHFUL “VITALITY” AWARD

This award will recognise initiatives in support of promoting both physical and mental health wellbeing during the Covid-19 pandemic. It could include researchers and practitioners across a wide range of fields who have had a significant impact on any aspect of wellness. It supports the UN Sustainable Development Goal of **Good Health and Well-Being**



THE BUNCHFUL “INCLUSIVITY” AWARD

This award will recognise that the pandemic has coincided with a greater focus on diversity issues, including the Black Lives Matters movement coming to the fore. As data indicates different pandemic outcomes for minority ethnic communities, it could consider work to support equality of access to healthcare and vaccinations, as well as to highlight issues relating specific groups who have been disproportionately impacted by social distancing measures (e.g. women facing domestic violence, multi-generational households and others). It supports UN Sustainable Development Goals supporting **Gender Equality and Reduced Inequalities**.

Awards Categories



THE BUNCHFUL “SHARED ABUNDANCE” AWARD

This award will recognize the disproportionate impact of the pandemic on the poorest members of society, as the stark economic impacts of the crisis have been felt with unemployment and job losses. It is linked to UN Sustainable Development Goals supporting **Decent Work & Economic Growth** and wider work to end poverty.



THE BUNCHFUL “INNOVATION” AWARD

This award will recognize inspirational innovation towards solving pandemic-related challenges across a wide range of sphere from technology to new systems. It is linked to UN Sustainable Development Goals in support of **Infrastructure, Industry and Innovation** and also **Sustainable Cities and Communities**.



THE BUNCHFUL “OUR WORLD” AWARD

This award will recognize positive outcomes for the planet related to this year’s Covid-19 theme. This could include local sustainability projects or reduced emissions and how that might lead to positive future **Climate Action** and support **Responsible Consumption & Production** in line with those UN Sustainable Development Goals.



THE BUNCHFUL “RISING STAR” AWARD

This award will take special note of Youth and Early Career efforts to contribute towards all of the above categories. This award will take note of any person at any age who contributes to all the above categories.



THE BUNCHFUL “ZHAG” AWARD

The Zayed Hakim Award for Generosity is named in memory of a generous and beloved friend and cause ambassador. This award will recognize outstanding acts of generosity during the Covid-19 pandemic.



Program Format

**The 2021 program of The Bunchful Awards will
comprise of two exciting days.**

**Day 1 will be packed with inspirational talks and
case studies by notable individuals and
organizations.**

**Day 2 will feature the nominees in each of the
categories in a fun, entertaining awards ceremony,
including surprise celebrity guest performances.**

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Day 1

Seminar and Panel Discussions

Exhibition Opens

PANEL 1: How has the Covid-19 pandemic galvanised global giving?

Virtual Reality Networking Break & Brand Interactions

PANEL 2: Covid and the Community

Virtual Reality Networking & Brand Interactions

PANEL 3: The Future Of Philanthropy: What are the challenges for philanthropy in the post-Covid world? How can technology be an enabler?



Day 2

Awards Ceremony

Pre-Show

Introduce Awards and thank sponsors.

First half of nomination categories with highlights of nominees' work.

Entertainment Break and Sponsor Highlights

Second half of nomination categories with vision story from Bunchful Founder

Entertainment Break and Sponsor highlights

Post show Q&A with Judges and Winners

ONLINE PLATFORM

Bunchful panel and awards platform is inclusive, and will feature insightful panels, an exhibition space and networking opportunities, encouraging engagement with panelists, sponsors and attendees.

The platform will also include extensive and comprehensive post event analytics which we will be glad to share with sponsors.



ENSOM CITY TALENT QUEST COMPETITIONS

At The Bunchful Awards, we will debut our ground-breaking motivation platform for amateur talent competitions, ideal for mission driven businesses conscious of the mental health of their organizations, and wanting to create greater community bonds.

On Ensom City is an innovative, social tool that can help organizations of all sizes, especially important during the covid pandemic, when isolation and mental health issues have been a significant challenge. Ensom City promotes community, inclusivity and a positive culture within groups.

Upcoming Media for Maximum Visibility

Speaking and media tour that reaches over 3,000,000: streaming, radio, print, brand partnerships.



NATIONAL MEDIA CAMPAIGN

- Print Articles
- Radio
- Streaming
- Video Interview Distribution



MULTIMEDIA COMMUNICATIONS CAMPAIGN

- Regular marketing releases to include news, posts and videos to over 350 news sites, including Yahoo Fiance, Marketwatch and Street insider (Guaranteed) as well as potential distribution to NASDAQ, Morningstar and Accesswire.
- Press interviews with Bunchful founder, Nominating Committee and Speakers



PODCASTING TOUR

- Growing list of speaking invitations by top podcast hosts in areas of:
 - Philanthropy
 - Entrepreneurship
 - Women Leaders
 - Tech
 - Equity, Inclusion & Diversity
 - Range of business topics



SOCIAL MEDIA

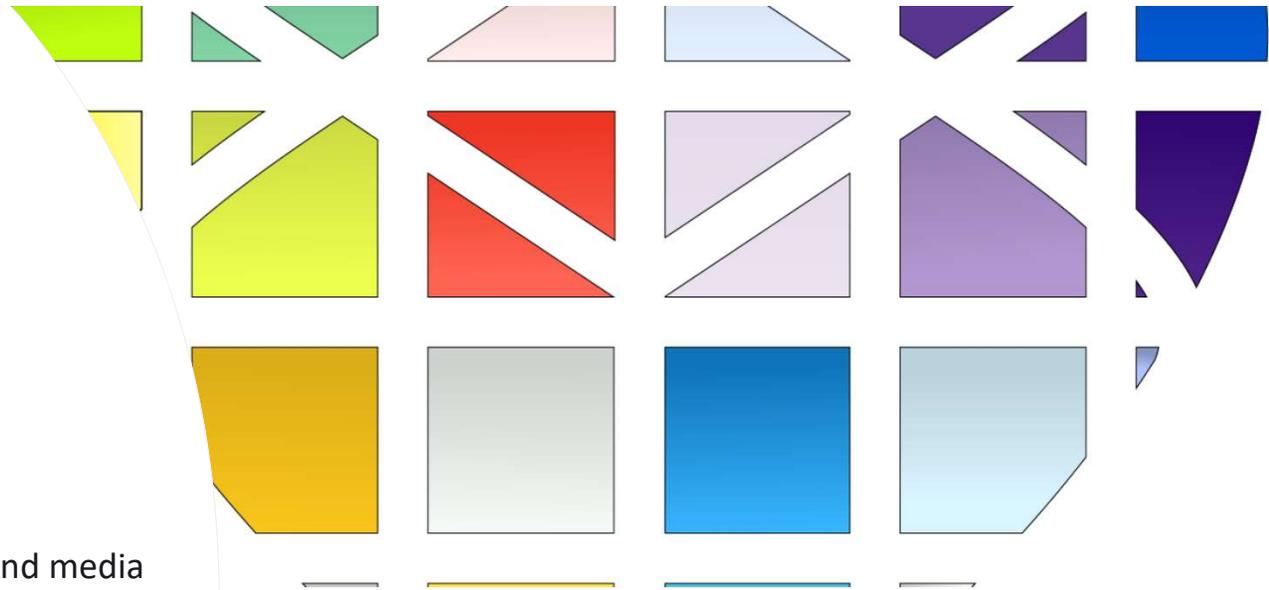
- Social media content calendar to support announcements, invites, and highlighted notable philanthropic efforts globally.
- Digital campaign spend on LinkedIn, Twitter, Facebook and promoted posts to target two target audience sectors: nominees of awards and attendees of two-day event
- Sponsor interviews as podcast guest

Year-Round Multiple Benefit Package

INDIVIDUALLY CUSTOMIZED SPONSORSHIP PACKAGES

Founder, Raquel Miller's forthcoming speaking and media tour at summits, conferences and expos, give sponsors added opportunity to continue marketing to growth community of socially conscious consumers and business professionals, 25-54, as well as targeting younger audiences, who will be the influencers of tomorrow.

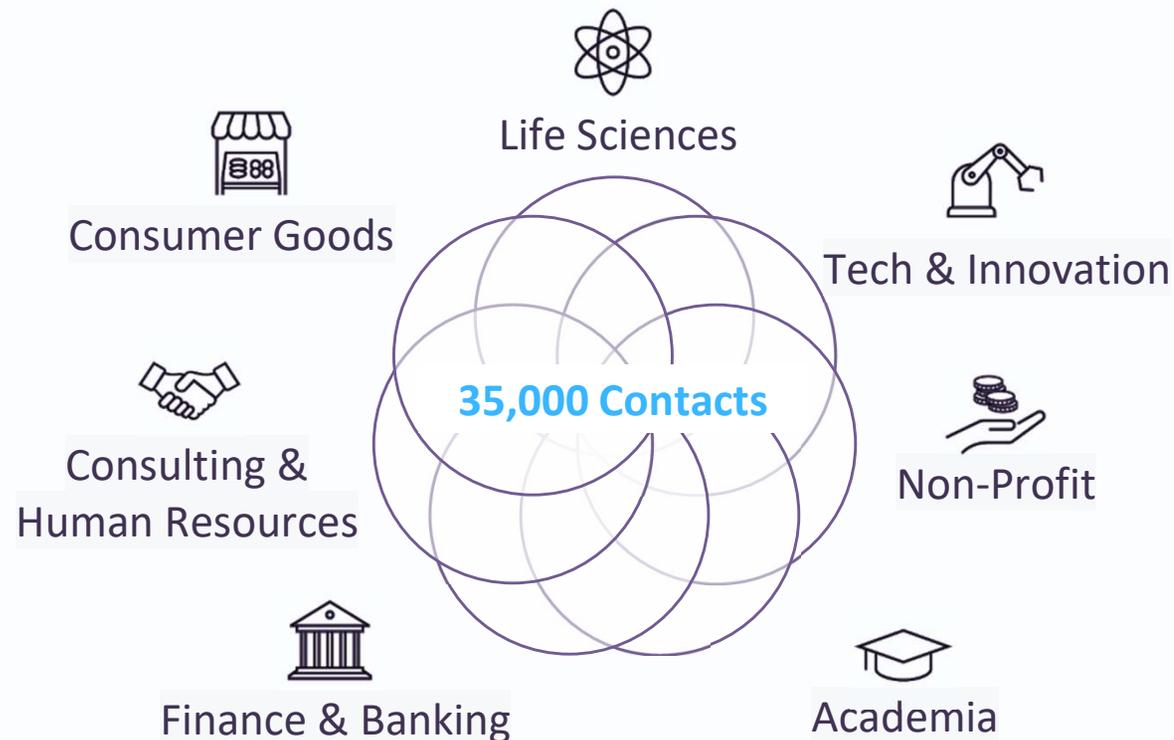
Studies show this audience has tremendous buying power, are loyal to brands, which they recommend to their family, friends and associates, and use the same products and services in their own homes and businesses.



Electronic Digital Mail Campaign

Email database: **35,000** contacts of senior managers and above, at industries listed below, plus access to **125,000** audience in the LGBTQ community.

Amplified by up to an additional **1.9 million** social media audience through IRC partnership.



Insightful Event Analytics:

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Ask about our analytics report, including:

Program attendance

Engagement

Registration

and more

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Our Timeline

DON'T MISS OUT!



**"Before giving,
the mind of the giver is
happy; while giving,
the mind of the giver is
made peaceful; and
having given,
the mind of the giver is
uplifted."**

BUDDHA



The Bunchful Team

Get to Know Us!



RAQUEL MILLER
Founder | CEO | Chairwoman



ELIJAH BLACKMON
Past Communications Assistant



LEVAR JACKSON
Chief Vendor Relations | VP Events



NERMEEN NEGM
Adviser | Event Planning



WILLIAM GERLACH
Production Resource Management



JOYCE MOUAWAD
Marketing Admin



JORDAN WHITEWICK
Director of IT & Infrastructure



ZEENAT KHANCHE
Adviser | Strategy

Connect Your Brand to Socially Conscious Consumers & Professionals

With \$3.52 Trillion Purchasing Power. Call Us Now.



STAY CONNECTED



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