



SAPPHENIX

# BLACK REST (ISTANCE)

Pause for the Cause

2025

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# ABOUT

# SAPPHENIX MOVEMENT

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**Sapphenix Movement** is the leading social enterprise championing holistic mental health and wellness for entrepreneurs and high-performance professionals. Our mission is to empower individuals to thrive by providing restorative spaces and community-driven initiatives.

This February, during Black History Month, we present **BLACK REST(ISTANCE)**, an immersive wellness experience designed to help participants recharge and honour Black history through the transformative power of rest.

# IMPACT



**4272**

**Total audience**



**4024**

**Instagram**



**151**

**LinkedIn**

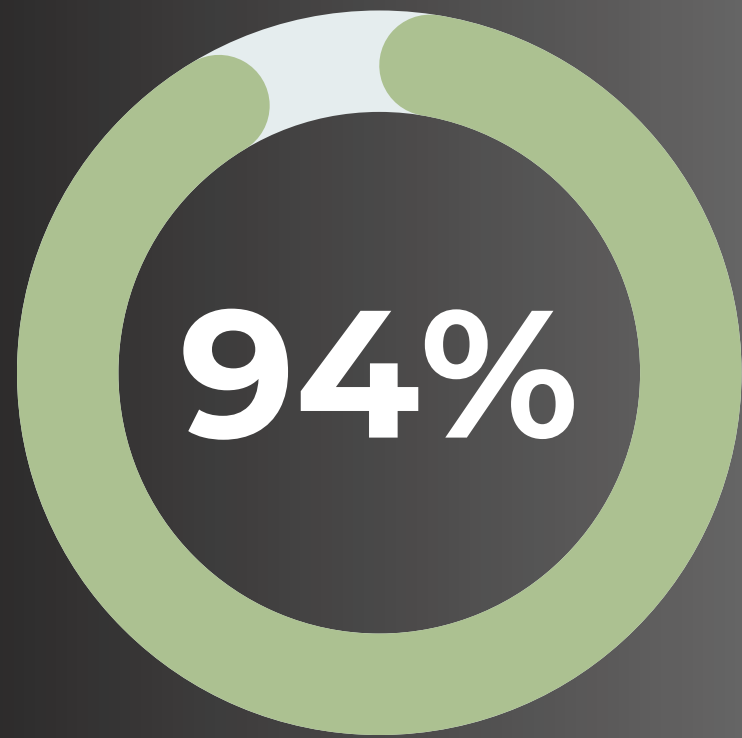


**97**

**WhatsApp  
Community**



# THE CAUSE



of **Black professionals and entrepreneurs** reported needing dedicated wellness support to thrive in their personal and professional lives.

*\*Survey conducted by Sapphenix Movement in collaboration with Black Founders Network and the University of Toronto*

Black professionals face unique challenges, including systemic barriers, burnout, and the lack of accessible mental health and wellness resources.

These stressors create a significant gap in the tools and spaces needed to foster **sustainable well-being.**



# ABOUT BLACK REST(ISTANCE)

*Rooted in the various types of rest. Physical, mental, emotional, sensory, & creative*

**BLACK REST(ISTANCE)** is a transformative Black History Month program by **Sapphenix Movement** that honours the contributions of high-performance Black individuals while emphasizing rest as a form of resistance and empowerment **for Black professionals and their allies.**

Recognizing rest as vital to personal well-being and collective responsibility, this program provides tools to recharge, thrive, and advocate for sustainable wellness.

This month-long program explores culturally relevant practices, builds community connections, and amplifies Black voices.

It also equips allies with opportunities to **learn, support, and create environments that champion rest and equity.**

By celebrating heritage and promoting reflection and growth, **BLACK REST(ISTANCE)** reinforces rest as a revolutionary act, inspiring all participants to build stronger, more resilient communities.

# PROGRAM OVERVIEW

*BLACK REST(ISTANCE)*

## OPENING CEREMONY

DATE: JANUARY 31, 2025

**KICK OFF BLACK HISTORY MONTH WITH AN INSPIRING EVENING THAT  
SETS THE TONE FOR THE ENTIRE PROGRAM**

Attendees will experience a keynote speech from a high-performance Black leader, focusing on self-care and the importance of cultural heritage.

The ceremony will include musical performances by talented Black artists, a reflective moment to honour historical figures, and the introduction of the month-long social and sensory rest challenge. Participants will also engage in Sapphenix Movement's Wellness Score activity to set personal intentions for growth throughout the month.

# PROGRAM OVERVIEW

*BLACK REST(ISTANCE)*

## WELLNESS WORKSHOPS (MENTAL REST)

DATE: WEDNESDAY FEBRUARY 5 2025

Participants will engage in workshops tailored to enhance mental clarity and self-awareness.

### MINDFULNESS AND MEDITATION

Learn breathwork techniques and practices to calm the mind and focus on the present.

### CULTURAL HEALING PRACTICES

Explore traditional wellness methods rooted in various African cultures to connect with heritage.

(immersive sound experience)

### NUTRITION AND WELLNESS

Celebrate traditional African cuisines while discovering healthy eating habits that nourish the mind and body.

# PROGRAM OVERVIEW

## BLACK REST(ISTANCE)

### COMMUNITY DISCUSSIONS (EMOTIONAL REST)

DATE: TBD FEBRUARY 2025 (FACILITATED BY A REGISTERED SOCIAL WORKER)

Attendees will engage in meaningful conversations centered around emotional well-being, personal empowerment, and the intersection of Black identity, resilience, and rest as resistance.

IN CONVERSATION...

### **“FROM SURVIVING TO THRIVING: REDEFINING REST AS COLLECTIVE POWER”**

Hear from: Mental health professionals, corporate diversity leaders, grassroots leaders, specialists in African traditions, and young activists





# PROGRAM OVERVIEW

## *BLACK REST(ISTANCE)*

### **ART AND EXPRESSION SESSIONS (CREATIVE REST)**

DATE: TBD FEBRUARY 2025

#### **A CREATIVE OUTLET FOR PARTICIPANTS TO RECHARGE THROUGH ART, MUSIC, AND WRITING**

These sessions aim to spark creativity and provide an emotional release via guided painting, poetry, storytelling, and music composition.

### **FITNESS AND MOVEMENT CLASSES (PHYSICAL REST)**

DATE: TBD FEBRUARY 2025

#### **WHERE PHYSICAL WELLNESS MEETS CULTURAL CELEBRATION**

These sessions provide physical rejuvenation and stress relief through Afrobeat Dance Fitness and Movement Meditation, which focus on relaxation techniques and mindfulness practices rooted in African traditions.

# PROGRAM OVERVIEW

## *BLACK REST(ISTANCE)*

### CLOSING CELEBRATION

DATE: FEBRUARY 28, 2025

### **CELEBRATE THE CULMINATION OF BLACK REST(ISTANCE) WITH A VIBRANT COMMUNITY GATHERING.**

The evening will showcase artwork created during the workshops, feature performances by local Black artists, and include a final review of our month-long Wellness Score activity. Attendees will enjoy delicious food, uplifting music, and the opportunity to reflect on their personal growth and community connections formed throughout the program.

# SPONSORSHIP OPPORTUNITIES

1

## VENUE SPONSORS

**Need:** 5 venues for key program components

- Opening/Closing Ceremony
- Wellness Workshops
- Community Discussions
- Art and Expression Sessions
- Fitness and Movement Classes

2

## IN-KIND SPONSORS

**Contributions:**

- Wellness swag: Ex. Yoga mats, journals, candles, aromatherapy kits.
- Food and drinks: Nutritious options for events.
- Services: Performers, speakers, wellness instructors.

3

## COMMUNITY PARTNERS

**Role:**

- Amplify program reach by sharing with networks.
- Encourage participation within local and corporate communities.



# SPONSORSHIP OPPORTUNITIES

**MONETARY SPONSORS** • Fund entire programming and participant resources

Sponsorship Level	Description	Investment	Benefits
<b>Platinum Sponsor</b>	Premier sponsorship with maximum visibility and engagement.	<b>\$15,000</b>	<ul style="list-style-type: none"><li>- Logo placement on all event materials</li><li>- Featured speaking opportunity at Opening Ceremony</li><li>- Dedicated social media promotion post x2</li><li>- Booth space at ceremonies, workshops, and community discussion events</li><li>- Inclusion in marketing materials</li><li>- Opportunity to provide promotional materials in swag bags</li></ul> <ul style="list-style-type: none"><li>• <b>unlimited tickets (opening &amp; closing ceremony)</b></li><li>• <b>25 paid tickets (wellness workshops)</b></li></ul>
<b>Gold Sponsor</b>	Significant sponsorship with strong visibility.	<b>\$7,500</b>	<ul style="list-style-type: none"><li>- Logo placement on all event materials</li><li>- Mention during the Opening Ceremony</li><li>- Dedicated social media promotion post x2</li><li>- Inclusion in marketing materials</li></ul> <ul style="list-style-type: none"><li>• <b>unlimited tickets (opening &amp; closing ceremony)</b></li><li>• <b>15 paid tickets (wellness workshops)</b></li></ul>

# SPONSORSHIP OPPORTUNITIES

## 4. MONETARY SPONSORS

**Investment:** Fund programming and participant resources.

Sponsorship Level	Description	Investment	Benefits
<b>Silver Sponsor</b>	Supportive sponsorship with essential visibility.	<b>\$3,500</b>	<ul style="list-style-type: none"><li>- Logo placement on all event materials</li><li>- Mention during community discussions</li><li>- Dedicated social media promotion post x1</li><li>- Opportunity to provide promotional materials in participant packets</li><li>- Recognition in event newsletters</li></ul> <ul style="list-style-type: none"><li>• <b>unlimited tickets (opening &amp; closing ceremony)</b></li><li>• <b>6 paid tickets (wellness workshops)</b></li></ul>
<b>Bronze Sponsor</b>	Entry-level sponsorship for local businesses and organizations.	<b>\$1,500</b>	<ul style="list-style-type: none"><li>- Logo placement on event website</li><li>- Mention in one community discussion</li><li>- Dedicated social media promotion post x1</li><li>- Opportunity to distribute promotional materials at one event</li></ul> <ul style="list-style-type: none"><li>• <b>unlimited tickets (opening &amp; closing ceremony)</b></li><li>• <b>4 paid tickets (wellness workshops)</b></li></ul>

# Sponsors of BLACK REST(ISTANCE)

Gain unparalleled opportunities to connect with a diverse and dynamic audience while supporting a meaningful cause.

## Key benefits include:



### Brand Visibility

Your organization will be prominently featured across all promotional materials, including social media campaigns, newsletters, and event signage, ensuring widespread recognition.



### Audience Engagement

Gain direct access to a vibrant community of high-performance professionals and entrepreneurs, fostering valuable connections and potential collaborations.



### Cultural Impact

Partnering with BLACK REST(ISTANCE) aligns your brand with a mission-driven initiative that champions Black wellness, empowerment, and community building.



### Recognition

As a valued sponsor, your contributions will be highlighted and celebrated during program events, underscoring your commitment to making a difference.



# JOIN US IN TAKING A STANCE

By sponsoring **BLACK REST(ISTANCE)**, your organization takes a stand for mental health, community, and cultural empowerment. Together, we can create restorative spaces that celebrate Black history and foster personal growth.

## Contact Us:

For sponsorship inquiries, please contact:  
Kimberly Beckles at [info@sapphenix.com](mailto:info@sapphenix.com)