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"She Is" Beautiful

Event Concept Brief

### **She Is Beautiful: An Old Hollywood Evening for She Is Hope LA**

She Is Beautiful is a live gala that reimagines 1939 Old Hollywood glamour without the segregation or gatekeeping that shaped the original era. The event pairs She Is Hope LA's mission to uplift single mother families with Pixel Perfect Photography's talent for cinematic portraits. The collaboration is intentional. She Is Hope LA needs images that honor single mothers with depth and dignity, and Pixel Perfect specializes in portraits that feel like stills from a film. Producer Mirage Thrums, board secretary of She Is Hope LA and founder of Just Like A Mirage PR, brings both partners into the same room so the nonprofit's story and the studio's

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visual storytelling serve the same families at the same time through a shared public relations and partnership strategy.

The visual theme centers on rich jewel tones, art deco lines, jazz lighting, and a lobby that functions like a movie premiere, where every guest arrives as a star. Red carpet portraits, live music, and interactive dancers turn the ballroom into a moving photograph that Pixel Perfect can capture and repurpose across future campaigns and press materials.

Mood board elements on the site will include archival style black and white portraits of mothers, gold and deep red color palettes, vintage marquee lettering, and sample red carpet shots from Pixel Perfect Photography that show the level of polish guests can expect.

### **Purpose and Strategic Objectives**

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The purpose of She Is Beautiful is to raise the profile of She Is Hope LA, celebrate the beauty and resilience of single mothers, and position Pixel Perfect Photography as the creative partner that can translate that story into images people remember. The collaboration exists because all three parties bring something distinct to the table: She Is Hope LA provides mission and community, Pixel Perfect provides cinematic craft, and Just Like A Mirage PR connects those strengths into one coherent experience through earned media, storytelling, and strategic partnerships.

Public relations and partnership objectives include:

- Increase awareness of She Is Hope LA among potential donors, local businesses, and media in greater Los Angeles.
- Showcase Pixel Perfect Photography as the go to studio for nonprofit galas, brand relaunches, and high emotion portrait work that supports cause driven campaigns.

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- Deepen relationships with mother entrepreneurs by featuring their goods and services in a curated auction.
- Generate high quality visual assets that can be used in future She Is Hope LA and Pixel Perfect campaigns, media pitches, and press rooms.

Behind the scenes, the event demonstrates how Just Like A Mirage PR uses long standing creative relationships, artist trade, and professional reputation to deliver elevated concepts on a nonprofit budget without sacrificing quality. Producer Mirage Thrans has produced numerous live shows and community events in Los Angeles, and those relationships make it possible to align venue, talent, and photography in a way that centers single mothers and strengthens each partner's public presence. The partnership between She Is Hope LA and Pixel Perfect grows out of those relationships and is designed so that every dollar and every image does double duty for the mission.

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### **Target Audience and Estimated Attendance**

The primary audience includes:

- Single mothers connected to She Is Hope LA, including those currently in programs and alumnae who have stabilized housing or income.
- Individual donors and small business owners in Los Angeles who care about housing security, women's economic mobility, and community based solutions.
- Mother owned businesses such as chefs, wellness providers, fitness instructors, and creative entrepreneurs whose services and experiences can be featured in the auction.
- Local creatives, influencers, and community leaders who can amplify the story through their own networks.

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The working attendance estimate is about 150 guests. This mix allows room for sponsored tickets for mothers, donor tables, and invited partners while keeping the experience intimate enough for genuine connection. Inclusion considerations include a tiered ticket structure with subsidized or sponsored seats for single mothers, clear information about childcare options, and deliberate outreach to diverse neighborhoods, not just the immediate downtown area.

### **Event Type and Format**

She Is Beautiful is a live gala and experiential brand event. The evening combines elements of a formal fundraiser, a live performance, and a stylized photo experience.

Key features include:

- Red carpet arrival with portrait stations staffed by Pixel Perfect Photography.

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- Jazz band with dance sets and short “learn a move” segments taught by professional dancers who blend in as guests.
- Three interactive actors and three dancers who keep energy flowing on the floor and help guests move between experiences without feeling managed.
- A curated auction featuring items and services from mother entrepreneurs, such as private chef dinners, exercise and wellness packages, and comedy or creativity workshops that reflect the range of talent inside the She Is Hope LA community.
- Quiet lounge spaces for conversation so the night works for both extroverts and more reserved guests.

This format fits the goals because it lets Pixel Perfect’s work live in real time, invites donors into the story through experiences rather than long speeches, and gives mothers a visible role as experts and contributors instead of framing them only as recipients.

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### **Date, Time, and Venue**

The proposed date is Monday, May 18, 2026, from 6 p.m. to 11 p.m., at the Los Angeles Athletic Club ballroom in downtown Los Angeles. A weekday evening helps with nonprofit pricing and still allows donors and working parents to attend after work.

The Los Angeles Athletic Club offers a historic ballroom setting that matches the Old Hollywood theme and is already equipped for banquets, live music, and dance floors. The ballroom's capacity comfortably supports the 150 guest goal, with space for a red carpet entry, portrait stations, a small stage, dining tables, and auction displays. Through a negotiated artist trade and sponsorship arrangement coordinated by Just Like A Mirage PR, the working assumption is that room rental, basic catering, and service can be secured at a partially donated in kind rate of about 1,500 dollars that includes catering and one drink ticket per guest. This

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structure makes the concept realistic for She Is Hope LA while keeping the guest experience aligned with the visual standard Pixel Perfect is known for.

### **How the Event Supports the Client's PR and Partnership Goals**

For She Is Hope LA, She Is Beautiful strengthens the brand as a community where single mothers are seen as leaders, creators, and partners. Success looks like more people knowing the organization by name, recognizing the faces of She Is Hope mothers, and understanding that the nonprofit works toward long term stability rather than a single night of relief.

From a visibility and relationship perspective, success can be defined through clear targets, such as:

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- Attendance of about 150 guests, with at least forty percent of seats reserved for single mothers and their families through sponsorships and subsidized tickets.
- A fundraising goal in the range of forty thousand to sixty thousand dollars in gross revenue from ticket sales, sponsorships, and the auction, with a strong net margin supported by artist trade and in kind support.
- Ten to fifteen auction lots drawn from mother owned businesses, including chefs, fitness and wellness providers, and creative entrepreneurs whose donated services highlight the skills already present in the She Is Hope LA community.
- Growth in the She Is Hope LA email list and contact database by at least twenty percent through event registration and follow up forms.

For Pixel Perfect Photography, the event functions as a live portfolio and a visibility engine that supports future collaborations and referrals. Measurable outcomes include:

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- A complete photo gallery and short highlight reel suitable for the Pixel Perfect and She Is Hope LA websites, media rooms, and future campaign materials.
- At least three to five pieces of media coverage or mentions across local outlets, community blogs, or nonprofit focused platforms that feature images from the night.
- Strategic social reach through tagged posts, with targets such as one thousand to two thousand combined engagements across Instagram, Facebook, and TikTok within the first week after the gala.

She Is Beautiful functions as both a fundraiser and a strategic PR moment, where She Is Hope LA, Pixel Perfect Photography, and their wider community all step into the light together. Donors experience the mission in the room, mothers share valuable services and talents through the auction, and Pixel Perfect's images carry that story forward long after the last song ends. The

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collaboration itself becomes part of the story, showing how creative partners who trust each other can stretch a nonprofit budget without shrinking the vision.