

RECONNECT | RESTORE | REFOCUS



I AM THAT WOMAN  
*Movement*



I AM THAT WOMAN  
*Retreat*

# PARTNERSHIP OPPORTUNITIES



[iamthatwomanretreat.com](http://iamthatwomanretreat.com)



# OUR *PURPOSE*

To create THE transformative sisterhood  
of high-achieving Black women



## I AM THAT WOMAN MOVEMENT MISSION



The IATW Movement is a 501c3 not-for-profit, health and wellness movement with inspiration, information, and events to help women in leadership experience personal and professional development. We provide a holistic approach for the mind, body and spirit to reconnect, restore, and refocus.

We provide our services through events and programs, community outreach, and social media engagement. Our services are offered locally, nationally and internationally.

## I AM THAT WOMAN RETREAT MISSION

The IATW Movement hosts the annual IATW Retreat which is an extraordinary experience that takes women through a powerful journey of learning and self-discovery. This process provides women with tools and resources to refine their next phase of life on their terms to live in their destiny. It's where they connect with compelling speakers, influential women, and robust content that feeds their mind, body and spirit. It's where personal and business development meet and creates a powerful movement within.



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# OUR *SISTERHOOD*



“It exceeded my expectations! Our spirits could soar without apology within a framework of Black sisterly love. The experience was deep and expansive. Thank you, AGAIN!”

—ATTENDEE SURVEY RESPONSE

## ATTENDEE PROFILE

- Dynamic and Powerful African American Women
- Age 35+
- HHI \$125K+
- Corporate and Community Leaders
- Professionals/Entrepreneurs
- College Grad and Post Grad
- Homeowners
- Frequent Travelers
- Travels 5x + per year domestically
- Travels 1-3x per year internationally

## THE EXPERIENCE

The I Am That Woman Retreat (IATW) is an extraordinary experience that takes you through a process by way of workshops and sessions to help you discover and reveal your next phase on your own terms. It's where personal meets business and business meets your destiny.





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## IATW MOVEMENT *PROGRAMS*



### I AM THAT WOMAN MOVEMENT *THE EXPERIENCE*

Our I Am That Woman Retreat ladies asked for ways to continue the feelings of sisterhood and support beyond the annual retreat. We responded by creating ongoing enriching experiences. In 2022 we are hosting the following:



#### **FEBRUARY - Relationship Series**

Enrichment for an abundant life and love. This weekly conversation series will explore the keys to successful relationships from married couples to satisfied singles.

#### **MARCH - Women's History Month Brunch**

In celebration of Womens History Month, we host an annual brunch to celebrate the beauty in you.



#### **JUNE - Golf Outing**

A cross-sector of women coming together to network and enjoy a round of golf for charity.

#### **AUGUST - Women's Award Event**

IATW Movement Restore Awards is an award ceremony dedicated to woman restoring and healing our community. These women have made significant impacts in areas of health and wellness, technology, politics, activism, as well as art and media.



#### **SEPTEMBER - Retreat Kick-off Celebration**

Celebration counting down to the October Retreat with guest speakers and sponsors reception.

#### **NOVEMBER/DECEMBER - Holiday Food Basket Giveaway**

IATW Movement giving back and supporting families in partnership with Family Rescue, a domestic violence and family shelter center.



#### **CHARITY DRIVES - Hair care products & Diapers**

We partner with a domestic violence shelter to support women in need of hair care products and single mothers in need of baby diapers throughout the year.



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## IATW RETREAT *EVENTS*

### OCTOBER 26–30, 2022

Hilton Marco Island Beach Resort and Spa | Marco Island, Florida



### I AM THAT WOMAN RETREAT MISSION

In 2018 and 2019 we launched the I Am That Woman Retreat at the five-star all-inclusive Unico Resort in Riviera Maya, Mexico. This five-day and four-night retreat creates a safe space for African American women to unwind, relax, and let go of personal and professional traumas and dramas. The sisterhood empowers the women to have a reflective life perspective and bounce back from any hindrances and obstacles that may be holding them back from their best self.

### I AM THAT WOMAN RETREAT CALENDAR\*

**Wednesday, Oct. 26 | Welcome Reception and Dinner**

**Thursday, Oct. 27 | Sessions**

- Your Body, Your Breath, Your Flow: Morning Exercise
- Meditation And Motivation
- Self-Love Healing The Hurt: From Pain To Promise
- The Story Of Us: From Power To Peace
- Luncheon - The Boldness Of Our Beauty
- Dinner On Your Own

**Friday, Oct. 28 | Sessions**

- Your Body, Your Breath, Your Flow: Morning Exercise
- Meditation And Motivation
- Health And Wellness
- Professional Development
- Financial Wellness

**Luncheon**

**Dinner - Private Boat Cruise**

**Saturday, Oct. 29 | On Your Own**

- Guided Tour
- Shopping Experiences

**Sunday, Oct. 30 | Depart**

\*Events subject to change

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## 2022 SPONSORSHIP BENEFITS

### I AM THAT WOMAN MOVEMENT TITLE PARTNER Sponsorship: \$75,000

- (5) Retreat Registrations
- Recognition and participation in four events (*1 per quarter*)
  - » June - Golf Outing
  - » August - Women's Award Event
  - » September - Retreat Kick Off Celebration (*30 Days prior to retreat*)
  - » October - Retreat
- Product sampling and display opportunities at all events
- Company representative speaking opportunity at all events (2 minutes)
- :30 Commercial/ Advertising opportunity at all events
- Recognition as the I Am That Woman Retreat Title Partner on our website
- Recognition on all electronic and printed marketing materials:
  - » Event Save the Dates
  - » Event Invitations
  - » Registration packets
  - » On-site signage
  - » Retreat journals
  - » Step & Repeat
- Brand title placement on I Am That Woman Retreat social media:
  - » Facebook
  - » Twitter
  - » Instagram
  - » LinkedIn
  - » Four (4) dedicated FaceBook Live sessions on IATW FaceBook page.
- Customized email message to Partner's constituents via the I Am That Woman Retreat newsletter
- One per quarter
- Dedicated staff member assigned to coordinate with Partner for receiving and shipping any collateral materials

#### IATW RETREAT ON-SITE ACTIVATION

- Company Representative Speaking Opportunities
  - » 2 Minute Remarks at Welcome Reception
  - » 2 Minute Remarks at Celebration Dinner
- Company premium item delivered to each guest room on opening night

- Company premium item included in attendee registration bags
- Partner exhibit table inside ballroom
- Signage on the resort premises for the entire length of the retreat (*4 days*)
- Full page cover ad in retreat journal C2 or C4 (*or spread*)
- Logo on electronic signage displayed before, during and after each session
- Room key branding with company logo
- Company logo on all attendee lanyards
- Company logo on all attendee name badges

#### MULTIMEDIA MARKETING CAMPAIGN

- Custom social media campaign to highlight your company's involvement with I Am That Woman Retreat pre, during and post events
- Your company's logo displayed on website and digital marketing assets
- Ability to electronically market your company's products and services to I Am That Woman Retreat's influential database once per quarter





## I AM THAT WOMAN RETREAT PRESENTING PARTNERS (2) Investment: \$50,000

### ON-SITE ACTIVATION

- (4) Retreat Registrations
- Recognition and participation in four events  
(1 per quarter)
  - » June - Golf Outing
  - » August - Women's Award Event
  - » September - Retreat Kick Off Celebration
- (30 Days prior to retreat)
  - » October - Retreat
- Product sampling and display opportunities
- Recognition as the I Am That Woman Retreat Presenting Partner on our website
- Recognition on all electronic and printed marketing materials:
  - » Event Save the Dates
  - » Event Invitations
  - » Registration packets
  - » On-site signage
  - » Retreat journals
- Brand title placement on I Am That Woman Retreat social media:
  - » Facebook
  - » Twitter
  - » Instagram
  - » LinkedIn
- Customized email message to Partner's constituents via the I Am That Woman Retreat newsletter
  - » Two per year
- Dedicated staff member assigned to coordinate with Partner for receiving and shipping any collateral materials
- Room key branding with company logo





## I AM THAT WOMAN RETREAT RECEPTION PARTNER (SELECT ONE) Sponsorship: \$20,000

### WEDNESDAY WELCOME RECEPTION FRIDAY DINNER & DANCE CELEBRATION

- (3) Retreat Registrations
- Recognition as the I Am That Woman Retreat Selected Reception Partner on our website
- Social media coverage pre/post and during selected reception
- Company representative co-host selected reception with IATW Retreat host
- Company representative introduce keynote speaker/ special guest
- Company representative interviewed with live stream audience
- Company branding shared with live stream audience
- Company premium gift item included in attendee registration bags
- Company premium gift item distributed to attendees at selected reception
- Partner exhibit table inside ballroom during selected reception
- :30 Commercial/Advertising opportunity at selected reception
- Signage on the resort premises for the entire length of the retreat (4 days)
- Full page ad in retreat journal
- Logo on electronic signage displayed pre/post and during selected reception
- Session videotaped and available on IATW Retreat website and YouTube channel
- IATW Movement staff member to coordinate shipping and receiving any collateral materials

### MULTIMEDIA MARKETING CAMPAIGN

- Custom social media campaign to highlight your company's involvement with IATW Retreat pre/post and during retreat
- Company representative interviewed pre-event for social media conversation series
- Your company's logo displayed on website and digital marketing assets
- Ability to electronically market your company's products and services to IATW Retreat's influential database one time per year





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## EVENT LUNCHEON PARTNER

Sponsorship: \$15,000

### THURSDAY or FRIDAY LUNCHEON

- (2) Retreat Registrations
- Company representative to co-host luncheon and provide brief remarks
- Recognition as the IATW Retreat Event Partner on our website and all social media platforms
- Social media engagement pre/post and during selected event
- Company premium gift item on all tables for attendees
- Company logo on electronic signage displayed in banquet room.
- Full page ad in Retreat journal
- IATW Movement staff member to coordinate shipping and receiving any collateral materials

## SESSION PARTNER (SELECT ONE)

Sponsorship: \$10,000

### HEALTH & WELLNESS SESSION

### FINANCIAL WELLNESS SESSION

### BEAUTY & HAIR CARE SESSION

- (1) Retreat Registration
- Recognition as the premiere IATW Retreat Session Title Partner on our website
- Social media engagement pre/post and during selected event
- Company representative co-host session with IATW Retreat host and introduce keynote speaker or panelists
- Company representative two-minute speaking opportunity before session
- Company representative photo opportunity with keynote speaker or panelist
- Company premium gift item included in attendee registration bags
- Partner exhibit table inside ballroom during session
- Signage on the resort premises for the entire length of the Retreat (4 days)
- Full page ad in Retreat journal
- Logo on electronic signage displayed pre/post and during selected session
- Session videotaped and available on IATW Retreat website and YouTube channel
- IATW Movement staff member to coordinate shipping and receiving any collateral materials

## WELLNESS PARTNER (SELECT ONE)

Sponsorship: \$5,000

### MORNING FITNESS

### MEDITATION SESSION

### THURSDAY OR FRIDAY BREAKFAST PARTNER

- (1) Retreat Registration
- Recognition as the IATW Retreat Morning Fitness, Meditation Session, or Breakfast Partner on our website and all social media platforms
- Company representative or brand ambassador to participate and/or co-lead morning fitness session
- Company representative speaking opportunity to introduce guided meditation speaker
- Company representative hosting breakfast in foyer
- Company premium gift item included in attendee registration bags
- Company activation with sampling or product distribution during morning fitness, meditation session, or breakfast to all attendees
- Company logo on all morning fitness, meditation session, or breakfast directional signage
- 1/2 page ad in Retreat journal
- IATW Movement staff member to coordinate shipping and receiving any collateral materials



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## RETREAT TO COASTAL MARCO ISLAND IN A LUXURY BEACH AND SPA RESORT

Escape to the Florida Coast of Marco Island and experience the Hilton Marco Island Beach Resort and Spa. This tropical island resort is located directly on the shores of the Gulf of Mexico in sunny Marco Island.



### A REPUTATION FOR EXCELLENCE

We are planning our retreat with Hilton, one of the world's leading hospitality brands.

### A BEACHFRONT RESORT BOASTING GULF VIEWS

Take in views of the Gulf from the beachfront resort. Hilton has a wide range of watersports and sightseeing tours to enjoy as well as a heated outdoor resort-style pool, a sun deck, and loungers, and a spa for the ultimate in relaxation. They also have a bar, restaurant, coffee shop, and roving cart for beachside snacks and drinks.

### DINING AND DRINKS

At The Deck at 560, Executive Chef Corey Hepburn focuses on fresh flavors, and local, seasonal produce. Stop by The Bar at 560 for poolside drinks or 560 MKT for coffee and to-go options. The Gulf Cart has beachside drinks and snacks covered.

### SPA

The Hilton's full-service spa retreat is comprised of ten private treatment rooms, massage chairs, and a retail boutique. Experienced therapists can guide you through the treatment menu which includes massages, facials, body wraps, and mani-pedis. They use Epicurean products and customize each treatment to your needs.





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WE INVITE YOU TO PARTNER WITH THE  
I AM THAT WOMAN RETREAT IN 2022!



**THANK YOU**

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“Truly holistic on another level...It was awesome. A different approach and much needed. Powerful personal stories! This experience encouraged me to reflect and plan my next steps...”

—ATTENDEE SURVEY RESPONSE