

STRENGTH | COURAGE | WISDOM



I AM THAT  
**WOMAN**  
*Movement*



I AM THAT  
**WOMAN**  
*Retreat*

# PARTNERSHIP OPPORTUNITIES 2023-2024



# 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 2023-2024 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.

#### **APRIL - Financial Literacy Month**

Financial Wellness Coach Monique Caradine Kitchens joins us this year for a two-day series on building your financial economy.

#### **MAY - Kentucky Derby Fundraiser**

Self-care and wellness includes having fun! We are celebrating the Derby with a food buffet, live DJ, and great networking as we enjoy the Derby on the big screens. This gathering of men and women will promote the importance of community.

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

Celebration counting down to the October Retreat with guest

#### **OCTOBER - 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. 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.

#### **SELF-CARE SATURDAYS**

We host pop-up events to promote health and wellness programs focused on our core principles: spiritual, mental, emotional, physical, and financial well-being.



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# IATW RETREAT PROGRAMMING

Featuring World Renowned Speakers

(Past Speakers include: Regina Belle - Kimberli Boyd - Dr. Inger Burnett-Zeigler - Cassandra Cummings - Sheree Franklin - Cheryl Grace - Amy Hilliard - Edna Kane-Williams)

OCTOBER 2023 - Scottsdale, AZ



SUSAN TAYLOR



KIM COLES



TRACEY EDMONDS



LINDA JOHNSON-RICE



TIFFANY ALICHE  
(The Budgetnista)



MICHELLE MCKINNEY HAMMOND

## IATW RETREAT SCHEDULE OF EVENTS\*

### Wednesday, Oct 25th | Registration & Welcome Reception

- Registration 12:00 – 5:00 pm
- Opening Reception 7:00 – 9:00 pm

### Thursday, Oct 26th | Sessions

- Session I: Sunrise Morning Mindfulness: A Spiritual Awakening 6:30 – 7:30 am
- Breakfast Buffet 7:30 – 9:30 am
- Session II: Self-care: Learning to Live 8:30 – 9:30 am
- Session III: The Nutritional Balance to Your Physical Wellbeing 9:45 – 10:45 am
- Session IV: The Psychology of Mind Power: Are You Who You Say You Are 11:00 - 12:00 pm
- Session V: A New Season: A Time to Prosper 12:15 - 1:15 pm
- Session VI: Self-care: Luncheon & Keynote Speaker 1:30 – 3:00 pm
- Time on Own 3:00 – Until

### Friday, Oct 27th | Wellness Excursion

Immerse yourself in the crimson cliffs of Sedona and spend a day exploring ancient Native American ruins, gorgeous natural formations, and vortex destinations, all set to the backdrop of the famous red rock landscapes.

- Session VII: Private Sedona Day Tour 7:00 am - 5:00 pm
  - Montezuma Castle National Monument
  - Bell Rock
  - Airport Mesa
  - Chapel of the Holy Cross
  - Amitabha Stupa and Peace Park

### Saturday, Oct 28th | Activities & Spa Day

- Session VIII: Morning Mindfulness: Yoga 8:00 - 9:00 am
- Session IX: Prayer & Meditation 9:30 - 10:30 am
- Session X: The Psychology of Mind Power: Are You Who You Say You Are Part 2: 10:45 - 11:45 am
- Closing Ceremony 11:45 - 12:30 pm
- Spa Experiences 12:30 - 5:00 pm \*\*
- Swimming, Golf & Tennis Lessons 12:30 - 5:00 pm \*\*
- Group Photo 6:30 - 7:30 pm
- Group Dinner 8:00 - 10:00 pm

### Sunday, Oct 29th | Departures

\*Events subject to change

\*\*Optional: Pre-scheduling required

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# IATW RETREAT PROGRAMMING

Featuring World Renowned Speakers

(Past Speakers include: Connie Lindsey - Dr. Karen Lindsey - Dr. Marguerite Mariama  
Renetta McCann - Dr. Karen Pendleton - Dee Robinson - Aida Rodriguez)

OCTOBER 2024 - Phoenix, AZ



## IATW RETREAT SCHEDULE OF EVENTS\*

### Wednesday | Welcome Reception and Dinner

- Registration 12:00 – 5:00 pm
- Opening Reception 7:00 – 9:00 pm

### Thursday | Sessions

- Sunrise Morning Mindfulness 6:30 – 7:30 am
- Breakfast Break 8:00 – 9:00 am
- Session I 10:00 – 11:00 am
- Session II 11:15 – 12:15 pm
- Session III & Luncheon Keynote Speaker 12:30 – 2:30 pm
- Time on Own 2:30 – Until

### Friday | Sessions

- Morning Yoga 8:00 – 9:00 am
- Breakfast 9:00 – 11:00 am
- Session I 10:00 – 11:00 am Prayer & Meditation
- Session II 11:15 – 12:15 pm
- Session III & Luncheon Keynote Speaker 12:30 – 2:30 pm
- Time on Own 2:30 – 4:30 pm
- Group Photo 5:00 pm
- Group Dinner 6:00 – 10:00 pm

### Saturday | Sessions

- Continental Breakfast 9:00 – 11:00 am
- Session I 10:00 – 11:00 am Prayer & Meditation
- Session II 11:15 – 12:15 pm
- Session III 12:30 – 1:30 pm
- Final Brunch Celebration & Keynote Speaker 1:30 – 2:30 pm
- Time on Own 2:30 Until

### Sunday | Departures

\*Events subject to change

## 2023-2024 SPONSORSHIP BENEFITS

### I AM THAT WOMAN MOVEMENT TITLE PARTNER

Sponsorship: \$25,000 (Each year)

- (5) Retreat Registrations
- Recognition and participation in four events (1 per quarter)
  - » Self-care Saturday
  - » March-Women's History Month Brunch
  - » 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 Conversation Series Live sessions
- 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: \$15,000 (Each year)

### ON-SITE ACTIVATION

- (4) Retreat Registrations
- Recognition and participation in four events (1 per quarter)
  - » 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 MEAL EVENT PARTNER (SELECT ONE) Sponsorship: \$10,000 (Each year)

- **Welcome Reception & Celebration Brunch**
  - **Thursday Breakfast & Lunch**
  - **Friday Breakfast & Lunch**
  - **Friday Dinner Excursion**
- (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



## SESSION PARTNER (SELECT ONE)

Sponsorship: \$5,000 (Each year)

PROFESSIONAL DEVELOPMENT SESSION

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

Sponsorship: \$2,500 (Each year)

- (1) Retreat Registration
- Recognition as the IATW Retreat Wellness Partner on our website and all social media platforms
- Company representative premiere seating
- Company representative interviewed and shared on all IATW Retreat Social Media
- Company logo on all printed materials and electronic signage
- Company premium gift item in registration bag
- ½ page ad in Retreat journal

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WE INVITE YOU TO PARTNER WITH THE  
I AM THAT WOMAN RETREAT IN 2023-2024!



**THANK YOU**

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[iamthatwomanmovement.org](http://iamthatwomanmovement.org)



“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



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