

women^{of}faith presents:

Sisters

CELEBRATING THE ART OF FRIENDSHIP

A photograph of three women sitting on a light-colored sofa in a living room. The woman on the left is older with short blonde hair, wearing a blue denim jacket. The woman in the middle is older with white hair and glasses, wearing a light blue jacket. The woman on the right is younger with long brown hair, wearing a dark hoodie and blue jeans. They are all holding white coffee cups and appear to be in conversation. The background shows a bookshelf, a lamp, and framed pictures on the wall.

FRIENDS ARE THE SISTERS YOU CHOOSE FOR YOURSELF

We were created to live in relationship. You can experience the love and support of your sisters and don't have to go through life alone.



THE SISTERS EXPERIENCE

In 20 one-night celebrations across the country—reaching 40,000 women through a brand-new event—long-time friends Patsy Clairmont, Anita Renfroe, and Jan Silvius will share laughs about sharing life together and the lessons they've learned along the way.

Filled with side-splitting laughter, storytelling, and creative acts of art and music—the night will leave the audience with solid advice on how to craft and nurture lasting friendships.

A CELEBRATION OF FRIENDSHIP



PATSY

Clairmont

f 195K t 30K i 37K

Patsy, a consummate storyteller, reveals the creativity God infused in our design for holy purposes.



ANITA

Renfro

f 183K t 32K i 12K

Anita—with her colorful palette of humor and music—adds splashes of laughter to the evening.



ANITA

Silvious

f 8K t 4K

Jan, a life counselor, offers wisdom for building healthy relationships.

SISTERS EVENTS

SISTERS EVENT CITY	EVENT DATE	PROJECTED ATTENDANCE
Texarkana, TX	April 7, 2017	2,400
Maple Grove, MN	May 5, 2017	1,775
Fort Worth, TX	May 13, 2017	1,950
Norman, OK	May 14, 2017	1,800
Indian Trail, NC	May 19, 2017	1,700
Charleston, SC	May 20, 2017	1,800
Chattanooga, TN	May 25, 2017	1,700
Clermont, FL	August 18, 2017	3,200
Fort Lauderdale, FL	August 19, 2017	1,800
Houston, TX	September 9, 2017	4,000
Pomona, CA	September 14, 2017	2,000
Fresno, CA	September 15, 2017	1,600
Sacramento, CA	September 16, 2017	TBD
Fort Collins, CO	September 17, 2017	1,400
Kansas City, MO	TBD	1,800
Chicago, IL	TBD	1,800
Troy, MI	TBD	1,800
Lincoln, NE	TBD	2,000

ADDITIONAL TOUR DATES/LOCATIONS COMING SOON

SISTERS SPONSORSHIP AT A GLANCE

- **Quality vs Quantity** | Activations that are deep and wide around core business objective and messaging
- **Engagement** | Memorable experiences and powerful stories attract new customers and strengthen existing consumer relationships
- **Content Creation** | Co-created original & repurposed content for use in a variety of communication channels
- **Multiple Channels** | Social, digital, retail, and live event channels work together to strengthen profitability
- **Profit Growth** | Measurable activations that track ROI prove the value of your investment

FULL CIRCLE SPONSORSHIP

Your brand is more than a logo: it's a story. We intentionally work with you to create content that tells a story in a way that invites women to respond.

We will amplify your message beyond the stage through multiple channels. In each of them, your story will be clearly presented to our audiences—with a call to action that draws them in.

That is how we reach a broad audience...
and how we get results.



EVENT INTEGRATION

There's nothing quite like being there and we want to share it with you. From powerful storytelling on-stage, to prime activation space on the concourse, your brand can be threaded throughout the event experience.



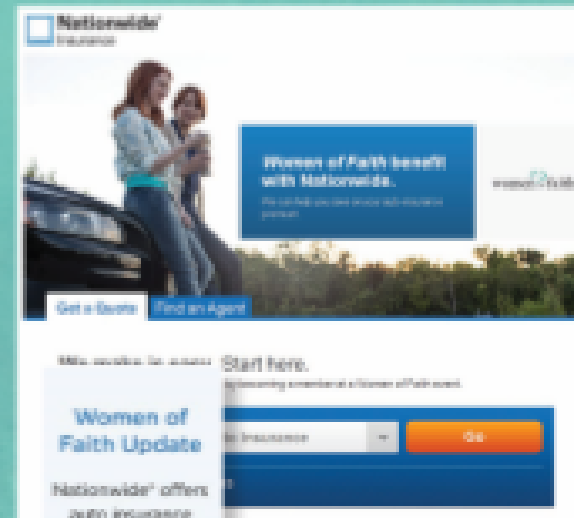
SUCCESS STORIES

WORLD VISION

- \$442M lifetime value of acquired sponsors
- 210K sponsored children
- 840K at-risk people served
- Web page views 2 Million+ (806K unique views)

NATIONWIDE

- \$2 MM annual revenue received by WOF-generated policy holders
- Numbers increased 100% every year over the 4-year partnership
- Fastest-growing Affinity Partner, despite not offering a discount, as do all other Nationwide Affinity Partners



Nationwide Insurance

Women of Faith benefit with Nationwide.

Get a Quote Find an Agent

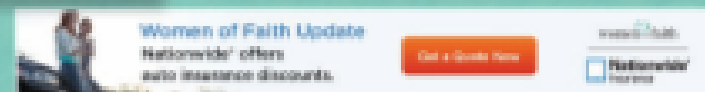
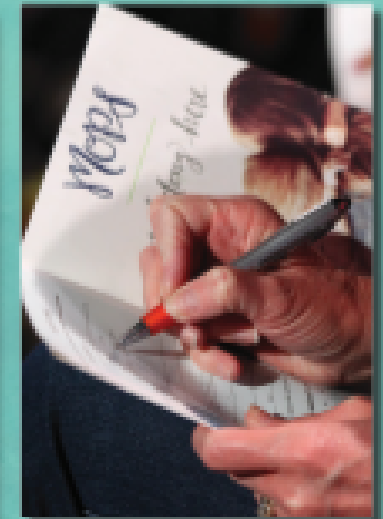
Start here. Empowering essential women of faith with...
[Insurance] [Go]

Women of Faith Update
Nationwide® offers auto insurance discounts.

womenof-faith

Nationwide Insurance

Get a Quote Now



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Nationwide Insurance

OPPORTUNITIES

Sisters partnerships include category exclusivity across all experiential and promotional aspects of our brand. We will collaborate with your team to develop custom activation initiatives based on relevant brand objectives. Each can be scaled according to your level of interest.



OPPORTUNITIES: DIGITAL REACH

DIGITAL ASSETS

- womenoffaith.com banner placement with link to brand web site
- Email banner in bi-weekly newsletter to Women of Faith email database
- Exposure in event ticket buyer emails
- Dedicated eblast
- Social channel posts
- Branded content on the Women of Faith blog

MEDIA & ADVERTISING

- Tagging in across general market media including, but not limited to:
 - Radio/TV
 - Online/digital
 - Print

