

A photograph of a stage performance with a white circular overlay containing the text "BELONG tour". The background is a textured, golden-brown wall. In the foreground, several people are seated on a stage in white director's chairs. A yellow guitar is visible on the stage. The overall lighting is warm and golden.

BELONG
tour



you belong

Thousands of women are gathering for stories, laughter, inspiration and real-life insights.

They've found a space where they don't have to pretend... they don't have to be alone... where they can belong. A place where they can pick up tools to help them live more vibrant, open-hearted, meaningful lives.



The experience

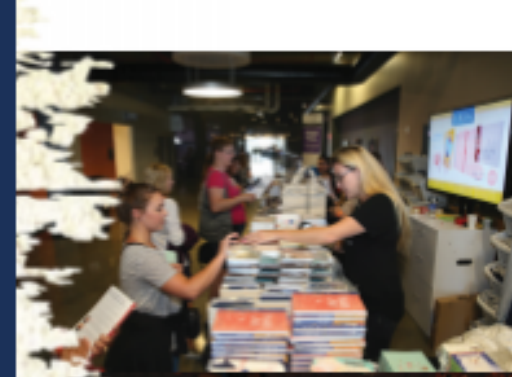
A 2-day, fully-immersive experience with a center stage that creates intimacy and enhances audience engagement.

Our Secret Sauce Includes:

STORY: Authenticity and Vulnerability

HUMOR: Laughter that unites and engages

HOPE: A message that shares, "You are not alone. You don't have to do life alone. You don't have to pretend. We are here for you. You belong."





WE ARE

STORYTELLERS. We start the conversation by sharing our stories, usually about the times when it all went wrong.

AUTHENTIC. We want to be unvarnished and vulnerable, inviting you in to let down your guard, too.

WELCOMING. We are all unique; we celebrate that diversity. We hope you feel the freedom to be who you are and share your story with trusted friends you meet on your journey.

FUN-LOVING. We love to laugh. We don't want to take ourselves too seriously. When we laugh together, we have something in common—and that's something to celebrate.

INTENTIONAL. We do what we do for a reason—to create a space where women feel comfortable being themselves. Where you don't feel like you have to fake it.

HOPEFUL. We hold out hope to women. We know it's possible for them to dream and grow and change...even if they don't believe it for themselves.

WE'RE SURE

Women are amazing, powerful, strong, and capable. Sometimes we need to be reminded.

God is crazy about you. We want everyone to hear the good news of who God is and how much he loves them.

You were created on purpose for a purpose. Finding and living out that purpose can change everything.

You don't have to do life alone. Authentic relationships are essential to a fulfilling life. We want you to have relationships that thrive.

You need to take care of yourself. So you can do all you were created to do. You can't share what you don't have.

We would rather share hugs than throw stones. We won't all agree on everything but that doesn't mean we can't love each other.





WE WILL

Build a community. We are setting a big table with enough room for you and your people—Friends. Neighbors. Colleagues. Daughters. Sisters. Those with fragile hearts. Those who are confused or mad, passionate or scared. We will hold your stories with tender hands.

Create events for women. We travel across the country to meet you where you are. Our events are shared from a Christian point of view to be an open space where women can connect, dream, and grow.

Form a sisterhood. One that is engaged and empowering. A tribe of women who are not content with status quo but are willing to work together to make things better. Because it's not about one of us; it's about all of us.



2016
highlights

2016 belong team

SHARON
Irving

f 5K
t 5K
i 7K



PATSY
Clairmont

f 191K
t 29K
i 37K



JEN
Hatmaker

f 626K
t 109K
i 262K



ANGELA
Davis

f 17K
t 21K
i 48K



NICHOLE
Nordeman

f 94K
t 32K
i 16K



SHAUNA
Niequist

f 71K
t 43K
i 77K



FALL 2016

TOUR SCHEDULE

Reaching more than 75,000 women across the country.



*Numbers reflected are based on distributed tickets.



2017
vision

2017 *belong* Team

MELINDA
Doolittle

f 14K t 38K i 7.5K



JEN
Hatmaker

f 634K t 112K i 296K



SHAUNA
Niequist

f 80K t 46K i 86K



NICHOLE
Nordeman

f 94K t 33K i 16K



DEIDRA
Riggs

f 2.9K t 3.3K i 2.5K



SARAH
Jakes Roberts

f 489K t 122K i 332K



belong audience



41%

WORKING WOMAN IN HOUSEHOLD



HOUSEHOLD

INFANT/ TODDLERS (0-2) 15%

PRESCHOOLERS (3-5) 13%

PRIMARY SCHOOL (6-10) 28%

TWEENS (11-15) 23%

ADOLESCENTS (16-17) 15%

SOCIAL



72K



7K



16K

AGE RANGE

3% <24

20% 25-34

28% 35-44

22% 45-54

18% 55-64

9% 65+

INCOME

\$100-125k

11%

\$125k+

26%

>\$30k

6%

\$30-50

13%

\$75-100k

19%

\$50-75k

25%

TRAVEL DISTANCE

<10 miles 16%

11-25 miles 27%

26-50 miles 20%

51-100 miles 16%

101-200 miles 10%

201+ miles 11%

REVIEWS FROM **THE BELONG COMMUNITY**



This tour reinforced that I am doing what is right and **gave me encouragement to keep doing it despite what others believe.** – *Beth G.*

Loved the speakers, **love the thoughtful exercises in the program book,** loved the inclusion of physical well-being also! – *Amy G.*

We all left there better than we came, built up, filled with Love, Laughter, & a clearer picture of our Purpose. – *Brenda W.*



I just want you to all know that the hours of time you invested, the pieces of your heart you poured into it, the soul searching you did, the walls you pushed through to get to that vulnerable place in yourselves just to bare it to a bunch of women you don't even know- **it was not in vain. It was so valuable.**

You shared a precious treasure. – *Laura S.*

I came out of Belong Tour **at peace and wanting to make some positive changes** in my life. Especially to be present and not try to be perfect. – *Patti S.*

PRESS highlights

- 100+ mentions
- Over 21,000 social media shares
- Ad equivalency exposure of over \$1M
- 98% of press sentiment was positive/neutral



AJC.com

'Belong Tour' for women comes to Duluth

Sheila Poole - The Atlanta Journal-Constitution
6:47 a.m. Friday, Nov. 18, 2016 | Filed in Atlanta Life

Thousands of women will get inspired, energized and just have an "ahhhh" moment when the **"Belong Tour"** comes to Duluth this weekend.



RELIGION NEWS SERVICE

Belong Tour hits Ontario to inspire women from all walks of life

The tour stops at Citizens Business Bank Arena in Ontario on Sept. 9 and 10.

By WES WOODS II / STAFF WRITER
Published: Sept. 2, 2016 9:30 p.m.

The Belong Tour is for all women.

The tour, featuring speakers such as Patsy Clairmont, is scheduled for Sept. 9-10 at the Citizens Business Bank Arena in Ontario. Other speakers include author Shauna Niequist, former track star and coach Angela Davis, author and television personality Jen Hatmaker, singer/songwriter and actress Sharon Irving and more.

Speaker, artist and author Clairmont traveled with the organization Women of Faith for 20 years, which encourages women through music, humor and stories.

"I have many SoCal friends I can't wait to see," Clairmont said. "We are praying people feel a greater sense of belonging to God and each other."

In Ontario, Clairmont said, the tour gives women a "mini-vacation from life's hype" and is not to be missed.

"Anyone with a pulse in her wrist and a longing for an increased sense of sanity, dignity, and connection" should attend, Clairmont said.

Amy Chandy, executive producer of the Belong Tour, describes the event as welcoming women "from everywhere and every stage of life."



RELIGION NEWS SERVICE

How Christian women are making 'holy mischief' in the church

By Emily McFarlan Miller | November 1, 2016

Singer, songwriter and "America's Got Talent" contestant Sharon Irving leads worship on Oct. 21, 2016, at the Belong Tour stop at the Xcel Energy Center in St. Paul, Minn. RNS photo by Emily McFarlan Miller

ST. PAUL, Minn. (RNS) The Xcel Energy Center was full of women - young and old, Protestant and Catholic, on fire for Jesus and burned out by church. Some came alone. Some came with the same groups of friends and family that have attended similar events together for decades. Some came wearing new babies wrapped in slings across their bodies.

There were 8,000 of them, and they came to the **Belong Tour** to share stories and find inspiration in their faith.