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3rd ANNUAL *You are* **Stronger** *Than You think* **WOMEN'S EVENT**
JANUARY 21, 2017
PHOENIX, AZ

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OVERVIEW



ABOUT FOUNDER

Kendra Tillman has delivered local and national conference workshops on entrepreneurial leadership, work life strategies, online marketing, and career and business planning. She has an entrepreneurial spirit and a passion for encouraging and equipping women to succeed in life and business. Her expertise targets the specific needs of career-minded women of faith. From the work life dynamic to integrating your work and your faith to courageous entrepreneurship, Kendra is focused on equipping women with the strategies they need to succeed in business and as the keepers of their home.

The encouragement this enterprising woman provides has sustained thousands of women as they navigate the challenges of the new normal of work and womanhood.

KENDRA TILLMAN

FOUNDER & CHIEF COMMUNITY BUILDER

OVERVIEW

You Are Stronger Than You Think Women's Event is a premier personal improvement event to equip women and teen girls (ages 12-18) with biblical wisdom and encouragement for succeeding in life and business.

Faith based events for women are usually designed to help them grow spiritually. Career training events for women help prepare them to succeed, professionally. You Are Stronger Than You Think Women's Event fills the gap for women who want it all in one -- to grow personally, professionally and spiritually.

- *9/27/14 inaugural event hosted nearly 100 attendees and 7 sponsors. The 1 day event included a keynote and on the spot coaching by a Strengths coach, 3 TED style inspirational talks and a STEM workshop for teen girls.*
- *100% of attendees surveyed were likely or very likely to recommend the event to a friend.*
- *96% of attendees surveyed rated the event very good or excellent.*



VISION & STRATEGY

You Are Stronger Than You Think Women's Event

YASTYT Women's Event is a 1 day personal and professional growth & mentoring event designed for professional working Christian women and teen girls 12-18.

Brand Story: Stories of Growth, Grit and God's Grace

Success stories + practical ideas & strategies + Biblical worldview

Need YASTYT Women's Event fills:

- * Practical strategies for work-life dynamic
- * Lack of diversity in Christian conferences
- * Community support before-during-after the event

Strategic Objectives:

- * Partner with a diverse group of professional women who will support this vision financially and/or through volunteering their time and talents
- * Host event at churches to encourage women to bring women and teen girls who might otherwise never attend a church
- * Leverage a closed Facebook group, live videos, social media, podcasting and blogging to build community

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DEMOGRAPHICS

ATTENDEE SNAPSHOT

Our primary audience is women ages 30-60. We are a multi-culturally diverse audience of Caucasian, African-American and Latina women. Approximately, 90% of attendees are employed or entrepreneurs. Approximately, 80% of attendees are regular church attendees or have some religious affiliation.

GENDER

WOMEN

AGE

30 - 60 YRS

90%

EMPLOYED OR ENTREPRENEURS

80%

ARE REGULAR CHURCH ATTENDEES

HERE'S WHAT A FEW ATTENDEES HAD TO SAY ABOUT THE 2014 EVENT:

“

I registered late because I thought I would be traveling but God knew exactly where I needed to be...at the You Are Stronger Than You Think" conference. It truly exceeded my expectation with the spiritual and professional blend.

“

Awesome day filled with great content and faith nurturing inspiration that I'll use daily!

“

...All of the speakers, though quite different in personality, shared pieces of themselves, wisdom and revelation that empowered me to press forward in my calling and provided practical tools to do so. I truly left the event feeling stronger than I previously thought I was and encouraged knowing that I became a part of a community that I could rely on when the going gets tough.



VISION & STRATEGY

You Are Stronger Than You Think Women's Event

I. Pre-Event - Goal Setting & Community Building

Set a goal that will culminate 2 weeks before, during or after the event.

II. EVENT - Energizing & Equipping

MODULE 1: WOMAN

Life coaching on discovering your strengths, purpose and calling

MODULE 2: WORK

Practical advice, tips and strategies for developing in your God-given assignment

Breakout Sessions:

- * Career Building workshop {hands on + panel discussion}
- * Your Money Making Idea workshop {interviews + Q&A}
- * Your Ministry Message {Ted-style talks + Q&A}

MODULE 3: WORSHIP

Integrating your faith into life and relationships

III. POST Event - Equipping & Community Building

Tools and resources identified based on attendees goals

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2017 *You Are Stronger Than You Think* Women's Event

PARTNERSHIP LEVELS

**We Need Partners
Like You To Help
Us Provide A
First-Rate
Experience For
Our Attendees!**

All sponsorship levels include:

- Access to attendees in a closed Facebook group
- Business featured in event social media marketing & on the blog
- Link & logo on our website and printed materials
- Email mention to event attendees
- 1-item of logo merchandise in goodie bag
- 1-event registration + shared product table

(1) Lunch Sponsor - \$1,100

- Business featured on a Facebook Live or Podcast episode
- 10 minute talk to attendees during lunch
- Monthly email features prior to the event
- 1 additional registration

(1) Goodie Bag & Giveaway Sponsor - \$850

- Business featured on a Facebook Live or Podcast episode
- 10 minute talk to attendees during conference
- 4 email features prior to the event

(2) Goals Celebration Sponsor - \$600

- 5 minutes to encourage attendees during Goals Celebration Ceremony
- 4 email features prior to the event

(3) Podcast Sponsor - \$350

- 1 year of 30 second commercials during bi-monthly podcast
- 1 year of bi-weekly email features

***Media Sponsor**

(2) Snack Sponsor - \$250

- 5 minutes to speak to attendees during conference

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CONTACT INFORMATION



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