



2020 Sponsorship Package

The Women That Soar Awards

womenthatsoar.com

For more sponsorship and advertising opportunities, contact Gina Grant at 469-992-7409 or gina@womenthatsoar.com. All sponsorships are invoiced upon contractual agreement and payable within 45-days or no later than December 15, 2019.

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2020 SPONSORSHIP / THE WOMEN THAT SOAR AWARDS

"The Women That Soar Awards" has celebrated Eleven stellar years of honoring phenomenal women from around the world, and five years of being a televised Awards Show. It is a powerful affirmation of the spirit, that honors and unites a diverse group of women; to tell their incredible stories of overcoming personal and professional obstacles, all while empowering and inspiring all women to soar and live brilliant lives.

A unique televised Awards Show recognizing their trials and tribulations while honoring their triumphs and success! Not just another Awards Show; this year's event themed, **"Stronger Voices"** is a celebration of women.

At a time when all women must be a voice for change, empowerment and leadership. *"Women That Soar,"* has launched a year-long campaign, promoting and encouraging women to have *"Stronger Voices"* in their personal and professional lives. The festivities began in March 2019, during *"National Women's History"* month, and will end in February 2020 with a two-day event, that includes a Honorees Luncheon and the highly acclaimed **"Women That Soar Awards Show"**, a Star-Studded Red Carpet Black-Tie-Dinner. The **"Women That Soar Awards"** is the first and only televised awards show produced in Dallas, Texas and broadcast on **CBS** affiliate stations in Dallas; Los Angeles; Atlanta; and Miami. First televised in 2012, the show has continued to grow in ratings and markets.

Legendary Casting Director, Producer, and Writer, Reuben Cannon and Cheryl Boone Isaacs, former President, Academy of Motion Picture Arts and Sciences and American film marketing executive have joined the WTS Founder & CEO, Gina Grant as Executive Producers of the WTS Awards Show.

"Reuben, Cheryl and I have strategically assembled an experienced production team that will significantly expand the WTS platform and allow our partners, sponsors and advertisers to "Soar" with us to greater heights", said Grant. She emphasized that the 2020 show promises to convey a message to all in attendance that anything is possible!

We invite you to join our Presenting Sponsor, American Airlines, as we continue to empower, inspire and celebrate **"Women Who Soar!"**

Taping for the *Women That Soar Awards* will take place **February 15, 2020** in Dallas, Texas at the historical and iconic Statler Hotel, and will be aired nationally in select major markets during **"Women's History Month", March 2020**. WTS will continue to honor local, national, and internationally renowned women who are soaring in fields such as business, media, entertainment, philanthropy, sports, leadership and lifetime achievement.

In keeping with tradition, the night will open with a Red Carpet arrival and will be a memorable experience. The WTS Awards is a star-studded event and will continue to have performances by some of the industry's leading Entertainers and Recording Artists. It is an event not to be missed!

Women That Soar, LLC | 1917 Crawford Drive | Mesquite, TX 75149 | 469-992-7409



AWARDS SHOW HISTORY

2018 Host



TYRA BANKS

*2018
Host*

2018 Entertainers

2018 Performers



RAELYNN



COMMON



ASH MINOR



STOKLEY



FANTASIA



**JEKALYN
CARR**



KRIS ALLEN



**BRITNEY
HOLMES**

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2018 Honorees

2018 Women That Soar Awards
Honoree Categories



COMMUNITY
OUTREACH
AWARD
Debra Caudy



MENTORSHIP
AWARD
Nana Amoako



BUSINESS
AWARD
Zainab Salbi



GLOBAL ACTIVIST
AWARD
Jaha Dukureh



HUMANITARIAN
AWARD
Nancy Borowick



ENTERTAINMENT
AWARD
Jennifer Yuh Nelson



ENTREPRENEUR
AWARD
Kathy Felder

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2017 Host

- Brooke Anderson

2017 Entertainers (Partial List)

- Sheila E.
- MAJOR.
- Nick Fradiani
- Knox Hamilton

2017 Honorees

- Sheila E. – Lifetime Achievement
- Cheryl Boone Isaacs – Legend Award
- Carmen Perez – Global Activist Award
- Jan Osborn – Humanitarian Award
- Bonnie Tiburzi – Trailblazer Award
- Angelia Scott-Dunbar – Entrepreneur Award
- Stacy Snapp-Killian – Community Outreach Award
- Nikky Phinyawatana – Business Award

2016 Hosts

- Kevin Frazier – Host of Entertainment Tonight
- Heather McDonald – Actress, Comedian and Author

2016 Honorees (Partial List)

- Wynonna Judd – Legend Award
- Nina Vaca – Business Award
- Dr. Nashwa Al Ruwaini – International Business Award
- Dr. Jan Spivey Gilchrist – Arts and Education Award
- Catherine Monson – Leadership Award
- Amy Poehler – Digital Media Award
- Monica Martinez - Mentor Award

Partial List of Previous Entertainment

- Wynonna Judd – Country Music Legend
- En Vogue - Billboard Magazine's ninth most-successful girl group of all-time
- Ruben Studdard – R&B and Gospel Recording Artist
- Leela James – Acclaimed Rhythm and Blues Artist
- Elliott Yamin –Recording Artist, American Idol Finalist
- Reagan James – Recording Artist

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Show Audience

- Targets women between ages 25–54, with annual incomes of \$75K+

Additional Former Honorees include Partial List

- Nancy Lieberman – Basketball Hall of Fame
- Sherri Shepherd – Talk Show Host
- Harriet Miers – Former White House Council
- Cheryl Boone Isaacs – Former President, Academy of Motion Picture Arts and Sciences
- HRH – Princess Reema Bandar
- Tina Knowles – Fashion Designer
- and many others

Sponsorship Opportunities:

Sponsorship levels listed below can be customized to suit partner's needs: Expected Award Show Attendance is 600.

✓ Presenting Sponsor	\$250,000	(1) Available
✓ Title Sponsor	\$200,000	(2) Available
✓ Venue Sponsor	\$150,000	(1) Available
✓ Travel Partner	\$75,000	(2) Available
✓ Luncheon Sponsor	\$50,000	(1) Available
✓ Corporate Partner ⁴	\$25,000	(3) Available
✓ Event Patron	\$10,000	(15) Available

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- **Presenting Sponsor - \$250,000**

As the presenting sponsor your product name will strongly be associated with our marketing and promotional efforts. "Presenting Sponsors" are also afforded the opportunity to include this "official" status in their own marketing and advertising efforts. (Customizing is optional).

Includes:

- Naming Rights
- Open and close billboards
- (3):30 second commercial spots during broadcast show
- Live mentions during the Awards Show by Celebrity Host
- Company executive to have on stage remarks at the Honorees Luncheon or Awards Show
- (5) Promotional E-mail blasts to our database of over 250,000 women
- (2) Pop-up banners positioned in VIP red-carpet reception lounge
- Logo on Awards Show monitors
- Logo on Step and Repeat
- Joint press releases
- Tags on social media post
- Banner ad on www.womenthatsoar.com with links to other media partners
- Products placed in Gift Bags
- Signage or logo placement at all pre-events
- Celebrity *Meet and Greet*
- (10) tickets to Honorees luncheon
- (10) VIP tickets to Black-Tie-Dinner and Awards Show taping in Dallas February 15, 2020
- Red Carpet Experience (photos and media interviews)



- **Title Sponsor - \$200,000**

- **Includes**

- (2) :30 second spots during the broadcast show
 - (10) :30 second tags on spots running two-weeks prior to show taping. Live mentions during the Conference or opportunity for company representative to host a workshop
 - (2) Promotional e-mail blasts to our database of over 250,000 women
 - Company mentions in all press releases, pre and post media
 - Tags on social media post
 - Banner ad on www.womenthatsoar.com with links to other media partners
 - Logo on Step and Repeat
 - Full-page ad in Awards Show program book (run of press)
 - Promotional items placed in Gift Bags
 - Celebrity *Meet and Greet*
 - (10) tickets to attend Honorees and Sponsor Luncheon
 - Access to VIP Cocktail Reception
 - (10) VIP tickets to Black-Tie-Dinner and Awards Show taping in Dallas February 15, 2020
 - Red Carpet Experience (photos and media interviews)

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- **Venue Sponsor - \$150,000**

The venue sponsor will be advertised as, "Venue sponsor of the "Women That Soar Awards" is sponsored by..."your company name" on All event signage during taping of Awards Show.

Includes:

- (2):30 second spots during show broadcast
- Logo placement on venue electronic monitors
- Promotional E-mail blast to our database to over 250,000 women
- Company mentions in all press releases pre and post media
- Tags on social media posts
- Banner ad on www.womenthatsoar.com with links to other media partner
- Logo on Step and Repeat
- Full-page ad in the Awards Show program book (run of press)
- Celebrity *Meet and Greet*
- (10) tickets to Honorees and Sponsor Luncheon
- (10) tickets to VIP Reception
- (10) tickets to Black-Tie Dinner and Awards Show taping in Dallas February 15, 2020
- Red Carpet Experience (photos and media interviews)

- **Travel Sponsor - \$75,000**

Includes:

- Promotional E-mail blast to our database of over 250,000 women
- Tags on social media posts
- Banner ad on www.womenthatsoar.com
- Full-page ad in program book (run of press)
- (10) tickets to Honorees and Sponsor Luncheon
- Celebrity *Meet and Greet*
- (10) VIP tickets to Black-Tie-Dinner and Awards Show taping in Dallas February 15, 2020
- Red Carpet Experience (photos and media interviews)



- **Honorees Luncheon or Reception Partner - \$50,000***
Includes:
 - Category Exclusivity
 - (2) Promotional E-mail blasts to our database of over 250,000 women
 - Tags on social media posts
 - Press releases with pre and post media
 - Banner ad on www.womenthatsoar.com
 - Full-page ad in program book (run of press)
 - Logo and brand mentions on all printed event materials and signage
 - *Celebrity Meet and Greet*
 - (10) tickets to sponsor and Honorees Luncheon
 - (10) VIP tickets to Black-Tie-Dinner and taping of Awards Show in Dallas February 15, 2020
 - Red Carpet Experience (photos and media interviews)

- **VIP Corporate Partner - \$25,000**
Includes:
 - (2) Promotional E-mail blasts to our database of over 250,000 women
 - Tags on social media post
 - Banner ad on www.womenthatsoar.com
 - Full-page ad in program book (run of press)
 - *Celebrity Meet and Greet* (10) tickets to sponsors and Honorees Luncheon
 - (20) VIP tickets to Black-Tie-Dinner and Awards Show taping in Dallas February 15, 2020
 - Red Carpet Experience (photos and media interviews)

- **Event Patron - \$10,000**
Includes:
 - Promotional E-mail blast to our database of over 250,000 women
 - (5) tickets to the sponsor and Honorees Luncheon
 - (10) VIP tickets to the Black-Tie-Dinner and Awards Show taping in Dallas with preferred seating
 - Full-page ad in program book (run of press)
 - Red Carpet experience (photos and media interviews)
 - Pre and Post Awards Show VIP Receptions

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Individual Tables/Tickets

- **\$5,000 Dollar VIP Table Includes:**
 - *Four-course Dinner with Preferred Seating of (10) On Camera Shots that air during show. All Pre and Post VIP Receptions, Meet and Greet Celebrity Guests*
- **\$3,500 Dollar VIP Table Includes:**
 - *Four-course Dinner with seating for (10) and access to the Pre and Post, VIP Receptions, Meet and Greet Celebrity Guests*
- **\$300.00 VIP Awards Show Tickets**
 - *Four-course Dinner and access to the Pre and Post, VIP Receptions*
- **\$250.00 General Admission Awards Show Tickets**
 - *Four-course Dinner and access to the Pre and Post, VIP*

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