



Dear Leading Women,

Over the course of three days at the **Women's Power Summit on Law and Leadership**, you've been engaged in a high-level conversation that has challenged and inspired you. I'd like to personally extend an invitation for you to continue that conversation at our three-day She Negotiates Spa Retreat in Santa Barbara, California.

The Spa Retreat begins on Thursday, June 30 with a daylong exploration of the negotiation strategies and tactics necessary to both increase your current book of business, and to poise yourself for the leadership positions that the world is clamoring for you to hold. Following this, you'll be treated to your choice of delicious spa treatments, and conclude the evening with my good friend Gloria Feldt who will join us for dinner and give the keynote on courage and power.

The remaining two days of the retreat (July 1 and 2) you'll be learning invaluable negotiation skills and sharing your own skill set with an exclusive group of twenty executive, managerial, professional and entrepreneurial women. These women are prepared to move to the next level of leadership in their own work, as well as in the work of empowering the next generation to close the income, wage and power gap forever.

As a successful lawyer, I'm sure you are constantly bombarded with requests to sponsor worthy causes and support important local initiatives. I have enough experience working in law firms to know that diversity programs, while well intentioned, are frustratingly ineffective.

For this reason, I've included our Sponsorship Opportunities sheet, which I encourage you to give to your diversity chair, executive committee or marketing department. We include a range of sponsorship opportunities, some of which will enable your firm or company to give a scholarship to a deserving young woman to attend the Spa Retreat.

Please also note that ten percent of the profits from Gloria's keynote will go to the Women's Media Center on whose Board Gloria serves – an organization whose purpose is to make women visible and powerful in the media, ensuring that women's stories are told and women's voices are heard.

We believe that change is not simply possible but probable when backed by a strong community of individual voices that are passionate and devoted to changing the conversations which have been going in circles without significant improvement for too many years.

Please consider adding your voice to this important conversation.

Wishing you the best,

Victoria Pynchon, Esq.
She Negotiates Consulting and Training



Let's change the way we think about power

Sponsor Opportunities at the She Negotiates Spa Retreat and Dinner Keynote Program

We are at the epicenter of a new women's movement, and the fundamental question we are all asking is, "How can I use my ambition to change the world?"

In Santa Barbara on Thursday, June 30, we'll gather an exclusive group of women who will lead the final phase of the women's movement so that we may take our seats at leadership tables now. Over three days, we'll learn

and master the skills necessary to transform both business and political landscapes for women *everywhere*.

Thursday evening we'll expand our group with a Dinner Keynote Program featuring Gloria Feldt, feminist activist and author of the acclaimed *No Excuses*. We'll discuss courage, power and hard work—and the three strategic choices we must all make to start changing, well, everything.

And with 100 powerful women in the same room, along with regional and national media, you will have a chance to share this message globally. Please join us as a sponsoring partner to give this new empowerment movement legs.

She Negotiates founders Victoria Pyncheon and Lisa Gates bring a lifetime of solid business experience, humor and compassion to their hands-on, interactive training approach. As a lawyer, mediator and author, Victoria turns 25 years of commercial litigation into the collaborative possibilities of interest-based negotiation. As a certified professional co-active coach, Lisa blends a career in the arts, nonprofit and entrepreneurial worlds with the transformative tools of personal and professional development.



Victoria Pyncheon, JD, LLM



Lisa Gates, CPCC

EXCLUSIVE LEADING WOMAN PARTNER \$5,000

Cultivating Women Spokespersons and Pundits.

EXCLUSIVE SPONSORSHIP PARTNER \$4,000

Go beyond mentoring. Sponsor a young woman's career.

EXCLUSIVE SCHOLARSHIP PARTNER \$3,000

Provide a scholarship to one young woman.

(See other side for partner benefits.)



partner benefits

EXCLUSIVE LEADING WOMAN PARTNER \$5,000 (1 AT THIS LEVEL) *Cultivating Women Spokespersons and Pundits.*

- Opportunity to introduce the Dinner Keynote speaker, Gloria Feldt at Fess Parker's DoubleTree Resort in Santa Barbara
- Your company sign displayed at Gloria Feldt Dinner Keynote in a prominent location
- Your company logo with a hyperlink on the Spa Retreat page of the She Negotiates website
- One complimentary registration for the She Negotiates Spa Retreat for the woman pundit of your choice
- 4 complimentary registrations for Dinner Keynote with Gloria Feldt
- Four signed copies of Gloria Feldt's book *No Excuses*
- Company sponsorship mention in media releases and invitations for spa retreat and dinner keynote program
- Company praise and bragging by She Negotiates team on Twitter, Facebook and LinkedIn
- Company logo in printed program for Dinner Keynote
- Company collateral of your choice included in Spa Retreat Bling Bags
- Included in "Partners" page of She Negotiates website for entire year with hyperlink

EXCLUSIVE SPONSORSHIP PARTNER \$4,000 (1 AT THIS LEVEL) *Go beyond mentoring. Sponsor a young woman's career.*

- Your company sign displayed at Gloria Feldt Dinner Keynote in a prominent location
- Your company logo with a hyperlink on the Spa Retreat page of the She Negotiates website
- Two complimentary registrations for Dinner Keynote with Gloria Feldt
- 2 signed copies of Gloria Feldt's book *No Excuses*
- 1 She Negotiates Spa Retreat registration for the sponsee of your choice
- Company sponsorship mention in media releases and invitations for spa retreat and dinner keynote program
- Company praise and bragging by She Negotiates team on Twitter, Facebook and LinkedIn
- Company logo in printed program for Dinner Keynote
- Company collateral of your choice included in Spa Retreat Bling Bags
- Included in "Partners" page of She Negotiates website for entire year with hyperlink

EXCLUSIVE SCHOLARSHIP PARTNER \$3,000 (1 AT THIS LEVEL) *Provide a scholarship to one young woman.*

- Your company sign displayed at Gloria Feldt Dinner Keynote in a prominent location
- Your company logo with a hyperlink on the Spa Retreat page of the She Negotiates website
- Two complimentary registrations for Dinner Keynote with Gloria Feldt
- 2 signed copies of Gloria Feldt's book *No Excuses*
- Company sponsorship mention in media releases and invitations for spa retreat and dinner keynote program
- Company praise and bragging by She Negotiates team on Twitter, Facebook and LinkedIn
- Company logo in printed program for Dinner Keynote
- Company collateral of your choice included in Spa Retreat Bling Bags
- Included in "Partners" page of She Negotiates website for entire year with hyperlink

FOUNDING COUNCIL ENTREPRENEUR PARTNERS \$500 (8 AT THIS LEVEL)

- Your company listed on our "About" page of She Negotiates website as Founding Council Entrepreneurs
- Your company logo with a hyperlink on the Spa Retreat page of She Negotiates website
- One complimentary registration for Dinner Keynote with Gloria Feldt
- One signed copy of Gloria Feldt's book *No Excuses*
- Company sponsorship mention in media releases and invitations for spa retreat and dinner keynote program
- Company praise and bragging by She Negotiates team on Twitter, Facebook and LinkedIn
- Company logo in printed program for Dinner Keynote
- Company collateral of your choice included in Spa Retreat Bling Bags
- Included in "Partners" page of She Negotiates website for entire year with hyperlink



ONLINE PARTNER REGISTRATION PAGE: WWW.SHENEGOTIATES.COM/SPA-RETREAT-PARTNERS