



LIVE SUMMIT

WHERE WOMEN LEADERS SPEAK
THEIR VISION TO POWER

WHY?

WHY THE ALL RISE LIVE GLOBAL SUMMIT, AND WHY NOW?

HERE'S WHY:



- When organizations invest in women leaders, revenue and innovation increase.
- The staff who work for women leaders report having higher job satisfaction, increased engagement, and decreased burnout.
- According to a 2019 study by Credit Suisse, organizations show a stronger share price performance over time by investing in women leadership.
- When these women leaders leave organizations, which they have been doing at faster rates than ever before after the pandemic, according to an October 2022 Mckinsey and LeanIn study, they decrease the organization's value and overall share price.
- Research shows that organizations who promote Black Women leaders, in times of crises, and specifically after the recent social justice movement, are seeing a swift exit, also known as the "Glass Cliff."
- There's a reason women leaders, especially Black women leaders are leaving organizations, and the All Rise Live Global Summit will help to close the gap by equipping women leaders to open up to their organizations and share solutions, rather than leaving.
- Organizations who sponsor the All Rise Live Summit, at the executive level, will be eligible to participate in a special invite only session to help equip organizations with the tools needed to retain women leaders, and especially, Black Women Leaders.
- **What is the next step for your organization?** Purchase 10 spots (or more) for your women leaders to attend, and then donate the same amount for them to attend the All Rise Live Summit. **You'll be glad you did!**



THE MISSION

The All Rise Live Global Summit kicking off with its inaugural event **at Hilton Garden Inn, in downtown Toledo**, on June 15-17 2023, is the launch of a global movement to inspire and engage women of all races and colors to speak their visions to power to:

- **R**alize their potential *beyond* their personal challenges and adversities.
- **I**vest in personal growth and professional development, to heal in order to maximize their wealth, relationships and health.
- **S**peak up for themselves with P.A.S.S.I.O.N., and support other women.
- **E**nable the fulfillment of their calling.

We seek to spark a revolution for women to RISE and be **bold and confident** in advocating and speaking up for themselves, then for the issues that impact inequities they care about, and to be a champion for those issues in their business, workspaces, and communities in ways that shift narratives and facilitate change, and create connections.

WHAT TO EXPECT

WOMEN LEADERS WHO
ATTEND THIS EVENT WILL
WALK AWAY WITH:

1

A specific 30-day plan to stay focused and confident on their next steps to RISE in their wealth, health and relationships;

2

Specific tools and resources on how to become upwardly mobile in their organizations or to RISE as a start-up visionary;

3

Daily habits to incorporate into their lives that will keep them motivated, inspired and equipped to remain resilient to do hard things better;

4

Roadmap on how to help mentor and serve others to learn from them;

5

A new community of women who they can connect with to have the staying power to RISE for years to come.

MAJOR THEMES

CALLING

We believe every woman was born with a specific call on their lives and that it's up to each woman to reconnect with their calling, to create and manifest their deep purpose in the world.

CONFIDENCE

We believe every woman needs to attain the confidence and courage necessary to speak up for themselves and to regain their power and take action to bring their visions to reality!

COMMUNITY

We believe every woman needs the affirmative and active support necessary to speak their visions to power, even to the point of advocating for and standing beside that woman.



GOALS + OBJECTIVES

The All Rise Live Summit will help increase women confidence by helping them to shift their mindset away from negative stereotypes and increase their connection with others, which will help to decrease the equity gap, by opening more pathways toward growth opportunities.

- To educate, inspire, encourage, and equip women leaders with the tools necessary to speak their visions to power.
- To help all women understand, appreciate and accept the fact that they all are being “called” to rise above their challenges, to heal past traumas, and to fulfill their unique deep purpose, and to share it with others.
- To ignite a movement among women to be bold and confident enough to speak up for themselves and what they believe in, at work, in their communities, and their families.
- To advocate for issues that impact inequities they care about, and to take that back to their work, and in their communities, and help shift narratives.
- To inspire women to create community among one another, so that everyone feels and knows they are supported, even when they leave the summit.
- To introduce and involve women leaders with the Head Full of Dreams mission and vision and encourage them to serve their schools in their communities.



THE PROPOSED AGENDA

The following is the proposed *limited* agenda:

THURSDAY JUNE 15

- 3-6pm, Registration
- 6-7pm: VIP Session
- 7-9pm: Regular attendee reception: Brief intro, mix and mingle. Set intentions.

FRIDAY JUNE 16

- 7-8am: Yoga and Crossfit on the Lawn
- 8:30-9:45: light brunch/ snacks
- 10-4pm: Sessions/ Breakouts
- 6pm: All Rise Live Dinner, Special Guest Speaker
- 8pm - Onward: Dance Party/ DJ/ Live Entertainment

SATURDAY JUNE 17

- 7-8am: Yoga/ Crossfit/ Breathing Class
- 8-9am: Rise Advocates Academy - Action Takers VIP Connect
- 10-4pm Sessions
- 4:30 CONCLUDE

A photograph of five diverse women standing in a modern office with a brick wall background. From left to right: a woman with blonde hair in a purple blazer, a woman with curly hair in a black turtleneck, a woman with grey hair and glasses in a teal dress, a woman with dark hair in a green cardigan, and a woman with dark hair in a black vest over a teal turtleneck. All are smiling and have their arms crossed or hands clasped.

THE AUDIENCE

Women leaders in most organizations who have a medium income of up to \$200,000 per year, with between 8-20 years in their particular profession. These are seasoned professionals, within non-profit, and profit organizations who likely manage a team of 2-100 people, and who are considered the leaders within their organizations. A select amount of tickets will be for young professionals, who are just beginning in their careers.



ENGAGEMENT

HOW MANY WOMEN LEADERS
DO WE EXPECT? HOW WILL
THEY ENGAGE?

- **200-150 women leaders**
 - 100 from organizations - primarily employee resource groups
 - 50 from targeted interest groups
 - 50 mentees from various organizations, who have the potential
- **Women will need to complete an assessment to be accepted into the summit.**

Upon completion of the assessment, and acceptance into the All Rise Live Summit, women will be divided into the follow pod groups, based upon the identity they designated in the assessment:

- Corporate Executive
- Community Leaders
- Upwardly Mobile
- Hidden Diamond
- Justice Warrior
- Start-Up Visionary
- Career Change

Helping people self-identify, gives people a sense of purpose, inclusiveness, belonging, and helps to establish community among the women in their pods.

SPONSORSHIP OPPORTUNITIES

PARTNER

\$25,000

- Input into the All Rise Live Summit Steering Committee
- Priority naming on all marketing materials
- Prominently placed table at the event (8 complimentary tickets)
- Speak at kick-off of All Rise Live event
- Naming on all breakout tables at event to share company material
- Social media posts and interview with Diana on social media platforms
- Post event advertising on social media
- VIP Photo Opportunity with Diana Patton

EXECUTIVE

\$15,000

- Name on all marketing materials
- Prominently placed table at the event (8 complimentary tickets)
- Representative to speak at the event
- Table at event to share company material
- Social media posts and interview with Diana on social media platforms
- Post event advertising on social media
- VIP Photo Opportunity with Diana Patton

SPOTLIGHT

\$5,000

- Name on all marketing materials
- Prominently placed table at the event (5 complimentary tickets)
- Table at event to share company material
- Social media posts
- Post event advertising on social media

CONTRIBUTOR

\$1,000

- Name on all marketing materials
- Social media posts
- Post event advertising on social media

SUPPORTER

\$500

- Name on all marketing materials
- Social media posts

PROCEEDS

A Portion of Proceeds from the Event will go to **HEAD FULL OF DREAMS**

- Diana originally created the Head Full of Dreams to encourage and mentor pregnant and mothering students to believe in themselves and graduate from high school.
- Now, it's a nonprofit mentoring program dedicated to encouraging and inspiring middle school girls, with an emphasis Brown and Black girls (currently, the Ella P. Stewart Academy for Girls in Toledo Ohio) to believe and activate their dreams, find and love their self-worth, actively participate in school, and enjoy the learning process.
- Currently, Diana partners with the University of Toledo, Talented Inspiring Leaders (TAWL) to assist with mentoring.
- The vision of the Head Full of Dreams is to encourage women leaders to engage with schools in their communities using the Head Full of Dreams framework.
- A portion of the financial proceeds from the All Rise Live Global Summit will be used to support the Head Full of Dreams program.

