



# CHANGING TIDES

M O V E M E N T

2020 PARTNERSHIP PROSPECTUS

**THE WAVE 2020**



## TABLE OF CONTENTS

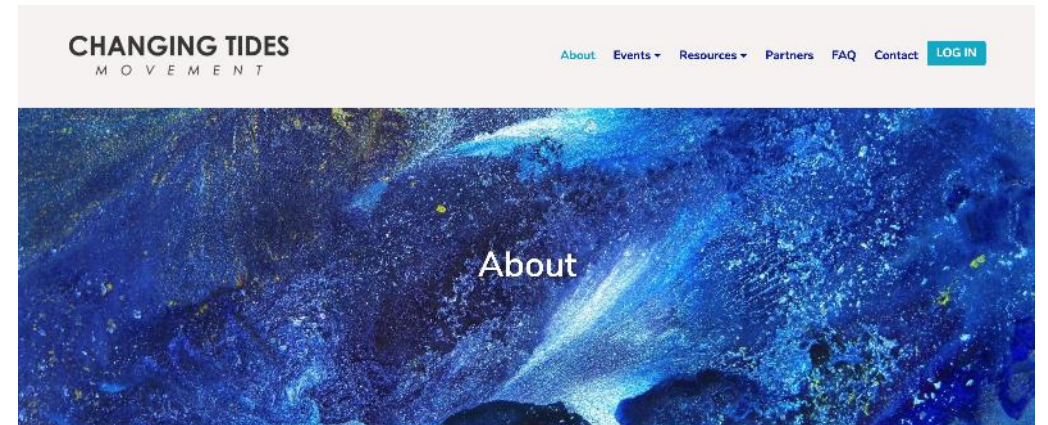
1. CHANGING TIDES OVERVIEW
2. WAVE EVENT OVERVIEW
3. EVENT AGENDA & SESSION TOPICS
4. EVENT DEMOGRAPHICS
5. EVENT PARTNERSHIP OPPORTUNITIES

# CHANGING TIDES OVERVIEW

## What is the Changing Tides Movement?

A movement founded to engage, empower, and encourage women business owners.

The Changing Tides Movement developed organically by the call from female founders and womxn entrepreneurs. Based on the strong reception to the book, [Changing Tides: Powerful Strategies for Female Founders](#) and feedback from womxn entrepreneurs and business owners who were calling for a space where they could connect, collaborate and co-create a community designed by women, for women.



<https://changingtidesmovement.com/>

# YOUR BRAND > FEMALE FOUNDERS

Social reach: 125K+

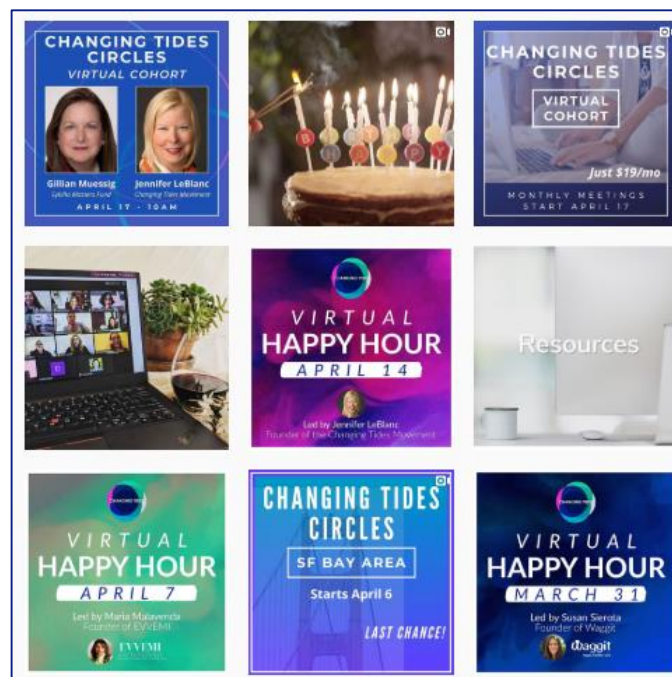
Facebook, Instagram, Twitter, LinkedIn + membership in private female founder groups and communities across platforms



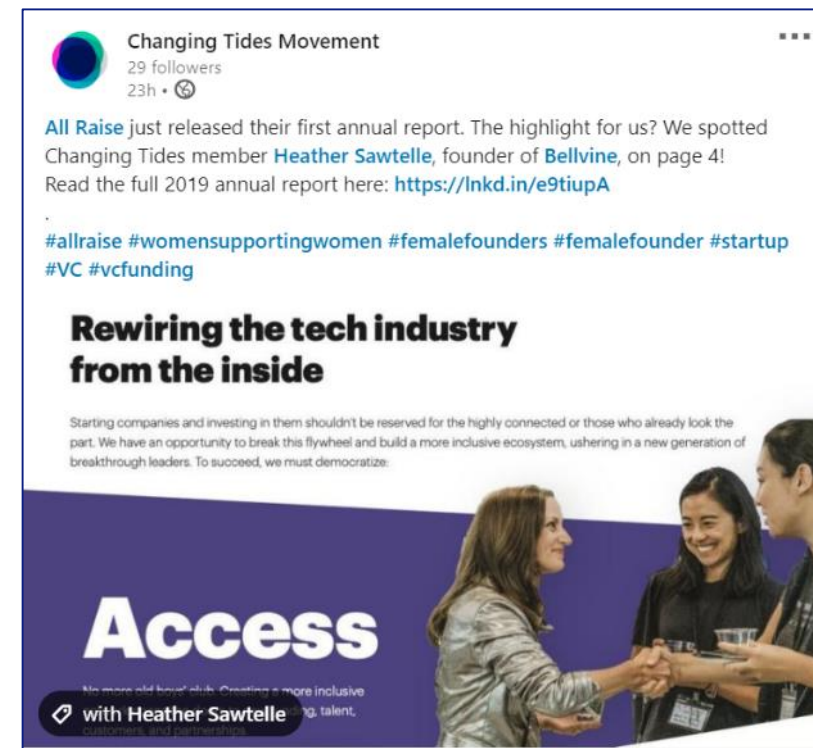
**Changing Tides Movement** @ChangeThisTide · Mar 23

Join a group of #founders growing their companies through VC funding or via customer acquisition and revenue. Changing Tides Circles are small groups with curated content tailored specifically for #femalefounders. SF cohort kicks off virtually on April 6th!

JOIN US  
CHANGING TIDES CIRCLES  
SAN FRANCISCO



A grid of promotional graphics for Changing Tides Circles. The top row includes a 'VIRTUAL COHORT' graphic with Gillian Muesig and Jennifer LeBlanc, a birthday cake graphic, and another 'VIRTUAL COHORT' graphic with 'Just \$19/mo' and 'MONTHLY MEETINGS START APRIL 17'. The middle row features a laptop with a video call, a 'VIRTUAL HAPPY HOUR APRIL 14' graphic led by Jennifer LeBlanc, and a 'Resources' graphic. The bottom row includes a 'VIRTUAL HAPPY HOUR APRIL 7' graphic led by Maria Malaverda, a 'CHANGING TIDES CIRCLES SF BAY AREA' graphic starting April 6 with 'LAST CHANCE!', and a 'VIRTUAL HAPPY HOUR MARCH 31' graphic led by Susan Serotta.



**Changing Tides Movement**  
29 followers  
23h · 🌐

All Raise just released their first annual report. The highlight for us? We spotted Changing Tides member **Heather Sawtelle**, founder of **Bellvine**, on page 4! Read the full 2019 annual report here: <https://lnkd.in/e9tiupA>

#allraise #womensupportingwomen #femalefounders #femalefounder #startup #VC #vcfunding

### Rewiring the tech industry from the inside

Starting companies and investing in them shouldn't be reserved for the highly connected or those who already look the part. We have an opportunity to break this flywheel and build a more inclusive ecosystem, ushering in a new generation of breakthrough leaders. To succeed, we must democratize.

# Access

with Heather Sawtelle

Changing Tides member featured in the 2019 All Raise Annual Report

# WEBSITE & NEWSLETTER

## Resource & partner pages

The screenshot shows the top navigation bar with links for About, Events, Resources, Partners, FAQ, and Contact, along with a LOG IN button. Below the navigation is a large image of a woman with the word "Partners" overlaid. The main text reads: "Join female founders, entrepreneurs and business owners as they gather to collaborate, cooperate and co-create a vibrant community designed by women, for women. Support founders to grow their businesses, bring a broader diversity of products and services to market, and deliver higher returns for their investors." At the bottom, logos for MORRISON FOERSTER, Reactor SAN FRANCISCO, and Microsoft are displayed.

The newsletter header features the "CHANGING TIDES MOVEMENT" logo. The main text asks "How are y'all holding up?" and mentions "Tuesday Happy Hours". It includes a "Be well, Jenn" personal note. A section titled "WEEKLY HAPPY HOUR" describes "FREE VIRTUAL MEETINGS" on Tuesdays from 5PM-6:30PM PST, led by a powerhouse woman. An image shows a virtual meeting on a laptop. A footer banner for "VIRTUAL HAPPY HOUR APRIL 7" is led by Maria Malavenda, Founder of EVVEM!

The newsletter header features the "CORONAVIRUS EMERGENCY LOANS Small Business Guide and Checklist" logo. The main section is titled "COVID-19 RESOURCES" and provides information about the CARES Act and the Paycheck Protection Program (PPP). It includes a list of resources such as an FAQ page, a PDF of the U.S. Chamber of Commerce guide, a webinar from the Small Business Authority, a PDF of relief guide from UBS, a PDF from UBS about the CARES Act, a PPP sample application form, and a guide for female founders. A "PARTNERS" section thanks supporters and lists MORRISON FOERSTER, Microsoft, and Reactor SAN FRANCISCO.

300+ newsletter subscribers  
(weekly growth of 20+)



# 2020 WAVE TOUR - EVENT OVERVIEW



The Changing Tides 2020 Wave Tour was designed as a series of local city events in San Francisco, Silicon Valley and Seattle. It has been reengineered as a full-day virtual event scheduled for Nov. 12, 2020.

The Wave Tour is an event where women founders, entrepreneurs and business owners gather to collaborate, cooperate and co-create a community designed by women, for women. Together we will create a vibrant space for founders to grow their businesses, bring a broader diversity of products and services to market, and deliver higher returns for the smart investors who invest in female founders and entrepreneurs.

Be part of the Changing Tides movement – a movement founded to engage, empower, and encourage female founders and women business owners.

# EVENT DESCRIPTION

## **The Wave: Changing Tides 2020 (Nov. 12, 2020)**

Join us for a one-day virtual event highlighting womxn founders, investors, and business owners. Be inspired, learn from powerful industry experts, meet investors, showcase your company, and take your business to the next level.

Meet with funders and connect with the woman entrepreneurs you need to know. Show off your business at the Female Founder Marketplace or the Pitch Showcase to get in front of key investors.

You will enjoy keynotes, panels and interactive working sessions throughout the day and we'll end with an evening virtual cocktail reception and entertainment.



Discover your...

Voice

Power

Funding

Community



# PROGRAM OVERVIEW

- Keynote Opening Session
- Full day of Education & Development Content (panels, workshops, individual session)
- Female Founders Product Showcase
- Female Founders Pitch Showcase
- Closing Cocktail Reception
- 1:1 office hours with top women VCs, angel investors and ecosystem partners including editors, lawyers, accountants, and other advisors
- Email Marketing & Social Media Program



# AGENDA

## **Morning session: 8:30am-12pm**

Keynote speakers, panels, and working sessions

## **Lunch: 12pm – 1pm**

- Fireside chat with Christina Stembel
- Staffed booths at the Female Founder Virtual Marketplace

## **Afternoon session: 1pm – 4pm**

Sessions, workshops, investor office hours

## **Female Founder Pitch Showcase: 4pm – 5pm**

## **Cocktail Reception & Entertainment: 5pm – 6pm**



# POTENTIAL SESSION TOPICS

- *Taking the Leap: Transforming Your Business Idea From Vision to Reality*
- *Set Your Business Apart: How to Develop a Clear and Compelling Brand*
- *Refining Your Product-market Fit to Ensure Strong Organic Growth*
- *How to Find Your One True Customer*
- *Growing your team – what do you need to worry about?*
- *Don't endanger your growing business; keep your options open when structuring your business*
- *How to pitch virtually*
- *How to handle questions and objections (especially those that are unique for female founders)*
- *Ways to grow your business beyond VC money*

# EVENT DEMOGRAPHICS



## Founders

- Women entrepreneurs & business owners at any point along the entrepreneurial journey
- Women on an entrepreneurial path in technology or real economies
- Women evaluating entrepreneurship as an opportunity



## Investors

- VCs, angel, and corporate investors looking to expand their portfolios & improve ROI
- Women who are considering becoming investors

# HOST PARTNERSHIP OPPORTUNITIES

## **Sponsorship Levels**

- Bronze \$1,500 (to \$2,499)
- Silver \$2,500 (to \$4,999)
- Gold \$5,000 (to \$9,999)
- Platinum \$10,000+

## **Additional Sponsorships**

- Female Founder Pitch Showcase Sponsor (multiple available) \$5,000

# PARTNERSHIP & MARKETING PACKAGES

Platinum Partner	Gold Partner	Silver Partner	Bronze Partner
\$10,000+	\$5,000	\$2,500	\$1,500
<ul style="list-style-type: none"> <li>• All benefits included in the Gold Partner sponsorship level</li> <li>• <b>Pre-event partner email to registered attendees</b></li> <li>• <b>Custom landing page on Changing Tides Movement website (content to be agreed on)</b></li> <li>• <b>10-min keynote re: promoting female founders (content to be agreed on)</b></li> <li>• <b>1 break-out session/panel in content program</b></li> <li>• <b>6 event passes</b></li> <li>• 50% discount on additional passes</li> </ul>	<ul style="list-style-type: none"> <li>• Social media promotion (2 mention and 2 exclusive promo post) – reach: 125,000</li> <li>• <b>Promotion at Changing Tides Circles and virtual events one month prior to event</b></li> <li>• <b>Inclusion in pre-event emails and weekly newsletter to registered attendees (logo and one feature promo)</b></li> <li>• <b>Keynote feature (intro the keynote (3 min))</b></li> <li>• <b>1 break-out session/panel in content program</b></li> <li>• <b>4 event passes</b></li> <li>• 50% discount on additional passes</li> <li>• <b>Event website promotion (includes logo and 1 paragraph company description)</b></li> </ul>	<ul style="list-style-type: none"> <li>• Inclusion in pre-event emails and weekly newsletter to registered attendees (logo)</li> <li>• Event website promotion (logo)</li> <li>• <b>2 event passes</b></li> <li>• 50% discount on additional passes</li> <li>• <b>Social media promo (2 mentions and 2 exclusive promo posts) – reach: 125,000</b></li> </ul>	<ul style="list-style-type: none"> <li>• Inclusion in pre-event emails and weekly newsletter to registered attendees (logo)</li> <li>• 1 event pass</li> <li>• 50% discount on additional passes</li> <li>• Social media promo (1 mention and 1 exclusive promo post) – reach: 125,000</li> <li>• Event website promotion (logo)</li> </ul>

# ADDITIONAL OPPORTUNITIES

## Pitch Showcase Sponsor (multiple available)

\$5,000

- Prominent mention at the Female Founders Pitch Showcase
- 2-minute speaking slot at the Female Founders Pitch Showcase
- Inclusion in pre-event email to registered attendees
- 1 break-out session/panel in content program
- 4 event passes
- 50% discount on additional passes
- Event website promotion
- Social media promotion  
(2 mentions and 2 exclusive promo post) – reach: 125,000

# QUESTIONS?

- Contact Jenn LeBlanc ([jenn@changingtidesmovement.com](mailto:jenn@changingtidesmovement.com))
- Or Olivia Dippon ([olivia@changingtidesmovement.com](mailto:olivia@changingtidesmovement.com))



[changingtidesmovement.com](http://changingtidesmovement.com)