



2018 Simply Blossoming Sponsorship

The Rationale:

For many women today, finding time to balance self-care with work and /or family obligations results in self-care being ranked as a low or non-existent priority.

According to the **World Health Organization**, *“Depression, anxiety, psychological distress, sexual violence, domestic violence and escalating rates of substance use affect women to a greater extent than men across different countries and different settings. Pressures created by their multiple roles, gender discrimination and associated factors of poverty, hunger, malnutrition, overwork, domestic violence and sexual abuse, combine to account for women’s poor mental health. There is a positive relationship between the frequency and severity of such social factors and the frequency and severity of mental health problems in women. Severe life events that cause a sense of loss, inferiority, humiliation or entrapment can predict depression.”*

WHO further states, *“research shows that there are 3 main factors which are highly protective against the development of mental problems especially depression. These are:*

- *having sufficient autonomy to exercise some control in response to severe events.*
- *access to some material resources that allow the possibility of making choices in the face of severe events.*
- *psychological support from family, friends, or health providers is powerfully protective.”*

According to Ottmann, Dickson and Wright (2006) in their research paper, *Social Connectedness and Health: A Literature Review:*

“Whereas the structural aspects of social networks are seen to influence levels of well-being irrespective of stress levels, functional aspects are seen to operate as stress buffers. Moreover, recent studies have foregrounded the importance of approaching mental health from a ‘life-course’ perspective taking into account the impact of key periods of development on long-term wellbeing [89]. It has been suggested that social networks have a psychosocial as well as a psychological effect on mental health outcomes. In particular, social networks are said to generate psychological effects when they provide social support, social influence, opportunity for social engagement and meaningful roles, resources and material goods, and intimate contact [89]. The psychosocial impact of social networks is claimed to transform behaviours.”

Stephen Covey, in his book, *The 8th Habit*, states that Leaders are “the voices of influence”. *“Modeling is the spirit and centre of any leadership effort and it begins with finding your voice”*.

The Impetus:

Cathy Thompson and Laurel Crossley, Founders of **Simply Blossoming**, analyzed the evidence based research and isolated key systemic issues accessing services specific to women’s health and well-being within their local community and created the Simply Blossoming models to address some of these issues including:

- **A Social Model:** Making available a social network to combat social isolation around key life events including trauma, mental health issues such as depression and anxiety, feelings of lack of self-worth and powerlessness.
- **An Education Model:** The provision of workshops, seminars/webinars and retreats to bring cutting edge supports to women around the topics of mindful, physical and spiritual health.
- **A Leadership Model:** A safe space for women to find and express themselves, which organically evolves into leadership, modeling and mentoring, taking places within the social network.
- **A Local Business Model:** A business model that allows for economic sustainability within the community by making available the goods and services offered by its “members”.
- **A Global Business Model:** A business model that is easily duplicated to create a sustainable economic platform that addresses global issues within the realm of women’s mindful, physical and spiritual health
- **A Transformative Research Initiative: *My Magnificent Self*®** that brought about significant changes within women through an 8-week self-development initiative

The Results:

Simply Blossoming has impacted Women (and girls) in so many ways and on so many levels with its unique series of programming initiatives including:

- **8 highly successful yearly Women’s Retreats:** Averaging 85 women in attendance each year, the retreats offer a safe space for women to learn, share and generate personal growth and development
- **Founded Simply Sprouting:** Quarterly Girls retreats (ages 7 – 12) to foster self-esteem, personal growth, mentorship around the topics of mindful, physical and spiritual development. Sold in 2017 to one of the Blossoms.
- **Founded Blossoms in Business:** Monthly business support for career and business minded women that are interested in incorporating mindful, physical and spiritual well-being into their career or business

Imagine

**Spending a weekend sharing some of the most powerful experiences
with 125 Women**

**Sharing stories that are sure to inspire and motivate with other like-
minded Women**

**Being surrounded by some of the most pristine and picturesque
scenery in Canada**

**Participating in powerful conversations that create an impetus for local
and global change**

**Being recognized as part of a powerful community that promotes the
health and well-being of women worldwide**

**Having the opportunity to share your company's mission and vision,
products and services within this powerful environment**

Then a Simply Blossoming Sponsorship is right for you!

The Opportunities

Title Sponsorship – A Unique Opportunity for Brands

The Simply Blossoming **Title Sponsorship** gives brands a unique opportunity to showcase their connection to women's health mind, body and spirit. As a **Title Sponsor**, there are many opportunities to showcase products/services and Simply Blossoming welcomes additional ideas not listed below.

\$2500 + HST – 1 Title Sponsorship Opportunity



2 FREE tickets to the Simply Blossoming Retreat (value of \$425 ea)



Static product display for the duration of the Retreat in dining hall



Signage and products in the cabins (provided by you)



Participation in the Friday night Sponsorship Soiree with an opportunity to speak



2 product giveaways throughout the year (prior to the retreat)



Facebook Live interview with Simply Blossoming Sponsorship Lead for product draws and to promote brand awareness



Website promotion for 1 (one) year on the Simply Blossoming website (will include business logo + link to website) – until April 1st, 2019

C.O.R.E. Sponsorship – For Companies, Organizations, Brands

The **C.O.R.E. Sponsorship** allows for the setup of a static display AND promotion or sale of products for the duration of the Retreat. The CORE Sponsors are a part of the **Sponsorship Soiree** on Friday night, with an opportunity for a 3 minute presentation to all of the retreat guests and an opportunity to connect one to one with the guests.

\$750 + HST – 1 Attendee – 20 CORE Sponsorship Opportunities available

\$1100 + HST – 2 Attendees



FREE ticket(s) to the Simply Blossoming Retreat (value of \$425)



Static product display for the duration of the Retreat in dining hall



Participation in the Friday night Sponsorship Soiree with an opportunity to speak



Website promotion for 1 (one) year on the Simply Blossoming website (will include business logo + link to website) – sponsor date of full payment to April 30th, 2019

Cabin Basket Sponsorship – For Companies, Organizations, Brands

Does your product focus on women's health and well-being to support them looking great or feeling better? The **Cabin Basket Sponsorship** allows for you to get your product in front of 125 women. Whether you're introducing a new product to the marketplace or just want to support women, providing a product to a Simply Blossoming gift basket may be just what you're looking for to grow your business.

125 product samples/certificates + \$125 + HST - 15 Cabin Basket Opportunities available



Product display for the duration of the Retreat in each cabin



Participation in the Friday night Sponsorship Soiree

Table Top Sponsorship – For Companies, Organizations, Brands

Calling all Event Planners, Decorators or Designers! Looking to showcase your talents to Women that are connected both personally and professionally to huge networks? Then a Table Top Sponsorship is for you! This unique sponsorship offers you an opportunity to set the stage for the Saturday night dinner – rustic chic, glamping-style, fall flair – you decide! Using flowers, table top displays, linens/napkins, bottles of red and white wine for each table, you literally set the scene for the 125 Ladies! (please note that real candles are not allowed in the dining hall).

\$850 + HST – 1 Attendee – 1 available

\$1200 + HST – 2 Attendees



FREE ticket(s) to the Simply Blossoming Retreat



Product display for the duration of the Retreat in dining hall



An opportunity to speak on Saturday night about your theme, your company and your table top display



Website promotion for 1 (one) year on the Simply Blossoming website

(will include business logo + link to website) – sponsor date of full payment to April 30th, 2019



2018 Simply Blossoming Sponsorship Application Form

Company/Organization Name:

Contact Name:

Contact E-mail:

Contact Phone:

Website URL:

Product Donation (Basket Sponsor):

Monthly Product Draw Donation (to first 5 Sponsors registered):

***Sponsorship Opportunity Requested (please check):**

- * **Title Sponsorship**
 - \$ 2500 + HST (2 FREE tickets)
- * **C.O.R.E. Sponsorship**
 - \$750 + HST – 1 Attendee (1 FREE ticket)
 - \$1100 + HST – 2 Attendees (2 FREE tickets)
- * **Basket Sponsorship**
 - \$ 125 + HST
- * **Table Top Sponsorship**
 - \$850 + HST – 1 Attendee (1 FREE ticket)
 - \$1200 + HST – 2 Attendees (2 FREE tickets)

***50% Non-Refundable Deposit Due April 1st, 2018 – remaining balance due September 1st, 2018**

Please make cheques payable to Simply Blossoming or email money transfer to simplyblossoming@gmail.com