Hello you,

We would like to express our sincere appreciation for supporting and being a part of this experience - we couldn’t do it without you.

In this letter, we would like to share our Marketing Plan with you to keep communication lines open and create an outstanding result for both of our businesses. Together, we can reach as many women as possible.

To give you a greater understanding of our proposal, here is a little information about the experience we are creating.

**What is it about?**

Rethink Retreat is a three-day personal and professional learning experience for women at Hanmer Springs. It is run by two women in business who celebrate other women in business. The ingredients of the concept are an inspiring location, mental and physical challenges and rest. During the retreat, we focus on the importance of self-leadership, self-confidence, and self-development.

**Why women join us:**

* Because we are all women of influence
* Learn the value of your contribution and worth
* Take some time for yourself (give yourself permission)
* Rethink network: support and encourage other likeminded women

**Save the date**

Our first rethink retreat will take place *Thursday 5th November - Sunday the 8th November*.

Press release will be: 17 august 2020

**Programme and speakers**:

This information will be available on our website which will go live early August – Watch this space!

Every retreat has got a specific theme and target group. The first retreat is designed for professional women with a key focus on personal strengths, wellbeing and leadership.

Main target group:

1. Primary: Dynamic, authentic, entrepreneurial and professional women
2. Secondary: Companies who prioritise leadership, culture and wellbeing looking for PD opportunities for their employees or rising stars.

**Rethink Retreat highlights**

Rethink retreats are about changing the way we do things. Sometimes you have to stop and take a moment to rethink.

The highlights of this first retreat will be:

* Being your best self means playing to your strengths both at work and at home. You will take an online test to discover your strengths and during the Rethink Retreat you will learn how to use them to enhance your own personal brand.
* Wellbeing is an essential ingredient in creating a culture where people do their best work, are innovative, collaborative and perform at a high level. Our Wellbeing lead will share her knowledge and learnings to help you identify harmful behaviours and tools to help you thrive personally and professionally.
* In today ever-changing business landscape, there is a call for a new style of leadership that focusses on developing and growing self-awareness and being intentional in our actions. We will challenge you in your daily routines and decision making and share knowledge to inspire greater levels of personal development.
* We will guide you through this uplifting and exciting experience with likeminded-women. We have chosen a beautiful location in the South Island and will provide daily pilates, breathing and stretching sessions with delicious food and enough time to relax and unwind.

**What we need from you:**

We have two levels of sponsorship.

**Primary Sponsorship** is for businesses who are donating their time or services, or offering a reduced rate to support / be a part of this event.

**Secondary Sponsorship** is for businesses who are able to donate items for a gift bag that every guest of the retreat will receive on arrival.

* + We encourage you to attach a note to your individual items, so that our guests can acknowledge where your gift has come from.
  + We will require approximately 25 items but will confirm the total upon registrations closing.
  + We would like to receive the items no later than October 16th

We want to do it right. For our marketing approach we want to make sure that all our website and social media visitors get to know you, your brand, and your story. We want your business to benefit from this in every way possible. **Please complete the form attached to the back of the letter and scan/email it back to us as soon as possible with you company logo.**

What’s in it for you:

* Special Mention of Sponsor’s name at event
* Sponsor’s branding on display at event
* Sponsor’s name and logo will be included in our social media campaign – Facebook, Instragram and Linkedin.
* Opportunity to write a customised message on gifts donated.

What we ask of you:

* Follow us on Facebook, LinkedIn and Instagram. @rethinkretreatnz
* Use of the hashtag #rethinkretreat in any social media posts.
* Tag us on social media so we can share your posts as well.
* If it is easy for you to do so, please backlink us from your website. We will send you our information in a separate media package. You will receive our story, visuals and logo.
* We will also send a digital flyer in our media package that you are welcome to distribute. If you would like paper copies to share, please let us know so we can get these sent to you as soon as possible.

Media package:

* Visuals / photos
* Flyer
* Logo
* Press release

**If you of any other amazing local business that you think would be keen to be a part of our Rethink network or interested in sponsorship you are welcome to share our story. We would love to hear from them.**

Again we would like to express our appreciation for your support and excitement in this project.

We look forward to working together and making this event an incredible experience for all involved.

Yours Sincerely,

Kathryn Peat and Colette van Boxtel

Rethink Retreat

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| --- | --- |
| **Company Name:** |  |
| **Website URL:** |  |
| **Facebook URL:** |  |
| **Instagram URL:** |  |
| **LinkedIn URL:** |  |
| **First and Last Name:** |  |
| **Personal Introduction:**  **(***A few sentences about yourself)* |  |
| **Business Introduction:**  *(A few sentences about your business and/or why you are excited to be supporting Rethink Retreat)* |  |
| **Sponsorship type:**  **If you going to be donating an item / product for our giftbag, please give a description.** |  |

**Please ensure you use correct spelling and clear handwriting.**

Once completed, please scan and email this form to [hello@rethinkretreat.co.nz](mailto:hello@rethinkretreat.co.nz) with your company logo