



*SURVIVOR*  
VILLAGES  
2017



July 20-22, 2017  
Nashville, Tennessee

# A Weekend of Hope

- Garnered as one of the most inspiring, high-energy and empowering weekend celebrations amongst survivors, the Women Survivors Alliance presents for the fourth year – SURVIVORville - in Nashville, Tennessee.
- Over the past three years SURVIVORville has welcomed over 2000 women from 49 states and 5 countries. , this much-anticipated weekend-long event, allows survivors to network with one another, negating the feeling of isolation and creating a sense of community; it provides survivors education, motivation and life application for every step of survivorship, and it equips survivors with the necessary resources to create their own survivorship care plan and celebrate the 2nd Act of their lives.
- Like the beautiful women we serve, our prospectus is unique. There is not a one size fits all for our partners. While we welcome you to browse these pages, we ask for you to chat with us about how we can customize your experience for your audience at this historic event in July.



## **SURVIVORville Statistics**

The past three years, SURVIVORville has welcomed:

- 2,500 women from around the world
- 49 US States
- 6 countries
- 27 types of cancer
- 112 cancer organizations
- 47 expert presenters represented at the convention
- and...over 2,000,000 impressions online

## SURVIVORville Speakers and Empowerment Sessions



6x Emmy Award Winner  
Marcia Mule'



Oncologist/TV Personality  
Dr. Steven Eisenberg



Television Personality &  
Cancer Survivor  
Jessica Meyer



Television Personality/International Speaker  
Cancer Survivors Linda Ragsdale

**SURVIVORville 2017** has relocated to Downtown Nashville at the Historic Millennium Maxwell House Hotel. The weekend will be packed with NEW and INTERACTIVE empowerment sessions, breathtaking keynotes, survivor stories galore and amazing offsite events at the Musicians Hall of Fame, Downtown Nashville and the Grand Ole Opry.

In keeping with the My 2nd Act Ribbon of Support, **SURVIVORville 2017** theme will be "What's YOUR Story?" Guest speakers include thus far, Six-time Emmy Winner Marcia Mule', Oncologist and Entertainer Dr. Steven Eisenberg, 14-year old Powerhouse Jessica Meyer and 2008 Mumbai terrorist attack and breast cancer survivor, Linda Ragsdale.

**SURVIVORville 2017** will offer over 36 Empowerment Sessions, networking focused on interaction, allowing women to engage on a more on a personal level. This will include interactive Q&A sessions,, offsite gatherings, and a special "What's Your Story" track where women will prepare in advance their story of survivorship and allow for coaching and creative writing time.

Also, for the first time in SURVIVORville history, there will be no registration fees for attendees. Parking and shuttle service from the airport will be free for those traveling in for the weekend convention.

## Pfizer Welcomes Metastatic Breast Cancer Retreat

BREAST CANCER:  
A STORY  
HALF  
TOLD



For the first time, Pfizer Oncology will offer a special weekend retreat, "A Story Half Told" for metastatic breast cancer survivors and a guest.

# NOU LifeEXPO



The NOU Life Expo is held each year during SURVIVORville and is named for NOU Magazine, the Women Survivors Alliance online magazine.

NOU Life Expo is a one-of-a-kind expo whose attendees can shop the "streets" of vendors, network with others, meet and greet convention celebrities or have books signed by conference speakers and/or well-known authors.

The NOU Life Expo also offers interactive, educational exhibits, demonstrations and presentations. It is the place to connect with survivors. Clothing, jewelry, and health and fitness products are just a few of the categories of items that have been represented in the past and will be again.

## Exhibitor Opportunities

### EXHIBITOR HOURS

Friday, July 22 1pm – 6pm  
Saturday, July 23 7am – 5pm

### Exhibitor Package

\$325 - No Electricity  
\$395 - With Electricity

The Expo is also included in many of the sponsorship packages. For more info, contact us today.

The NOU Life Expo includes an 8x10 space, a skirted table, two chairs, a trash can and 2 passes to evening events.

*PLEASE NOTE: NOU LIFE EXPO WILL BE HELD IN THE COMMON AREAS OF THE HOTEL IN 2017 ON FRIDAY AFTERNOON AND ALL DAY SATURDAY ONLY.*

If you cannot attend the convention, but would like to distribute your information or product samples in the attendees' goodie bags, you may do so for \$275.

Shipping information and deadlines will be provided to ensure your materials get into our survivors' hands.



## Sponsorship Opportunities

### UNDERWRITING PARTNER \$25,000

As Underwriting Partner of SURVIVORville 2017, we'll make sure your logo front and center on SURVIVORville related materials, press releases, etc.

Plus you'll receive:

- Your logo denoting you as an Underwriting Partner on SURVIVORville website.
- Sponsorship of Saturday night's event
- Six :30 sec spots on New Focus Network (choice of show)
- A one-page ad in the event program
- Official welcome from the stage to begin the show on Saturday night.
- An exhibitor booth in the lobby
- Full signage at the event
- Your logo and Q-code link to your website on all official posters of SURVIVORville.
- Recognition in all local and national pinpoint media and advertising as an Underwriting Partner.
- Designated track for Friday and Saturday breakout sessions.
- Recognition from the stage at the event
- 12 Social Media mentions of you as an Underwriting Partner preceding the event.
- Goody bag placement
- One full year ad on the homepage of NOU Magazine (more than 36000 readers each week)/Unlimited articles
- Your logo/link in 10 Women Survivors Alliance newsletters (with a database of over 10,000) beginning one year prior to SURVIVORville

### PRESENTING PARTNER \$15,000

As Presenting Partner of SURVIVORville 2017 you will receive:

- Your logo denoting you as a Presenting Partner on SURVIVORville website.
- A half-page in the event program reflecting Presenting Sponsorship
- Two :30 sec spots on New Focus Network (choice of show)
- An exhibitor booth in the lobby
- Signage at the event
- Your logo on all official posters of SURVIVORville as
- Recognition in all local and national pinpoint media and advertising as a Presenting Partner.
- One full track for Friday and Saturday breakout sessions.
- Recognition from the stage at the event as an Presenting Partner
- 5 Social Media mentions of you as a Presenting Partner preceding the event.
- Goody bag placement
- Six month ad on the homepage of NOU Magazine (more than 36000 readers each week)/Unlimited articles
- Your logo in 5 Women Survivors Alliance newsletters (with a database of over 10,000) beginning one year prior to SURVIVORville

### SUPPORTING PARTNER \$10,000

As Supporting Partner of SURVIVORville 2017 you will receive:

- Your logo denoting you as a Supporting Partner on SURVIVORville website.
- A one-fourth page ad in the event program reflecting Supporting Sponsorship
- An exhibitor booth in the lobby
- Signage at the event
- Your logo on all official posters of SURVIVORville.
- Recognition in all local and national pinpoint media and advertising as a Supporting Partner
- Recognition from the stage at the event as a Supporting Partner
- 3 Social Media mentions of you as a Presenting Partner preceding the event.
- Goody bag placement
- 3 month ad on the homepage of NOU Magazine (more than 36000 readers each week)/Unlimited articles
- Your logo/link in 3 Women Survivors Alliance newsletters (with a database of over 10,000) beginning one year prior to SURVIVORville



## Sponsorship Opportunities Continued

### OPENING NIGHT SPONSOR \$15,000

As Opening Night Sponsor SURVIVORville 2017 you will receive:

Full Opening night sponsorship and welcome to SURVIVORville from stage.

Your logo denoting you as Opening Night Sponsor SURVIVORville website.

A 1/2 page ad in the event program reflecting Supporting Sponsorship

An exhibitor booth in the lobby

Signage at the event

Your logo all official posters of SURVIVORville.

Recognition in all local and national pinpoint media and advertising as a Supporting Partner  
Recognition from the stage at the event as a Supporting Partner

3 Social Media mentions of you as a Presenting Partner preceding the event.

Goody bag placement

3 month ad on the homepage of NOU Magazine (more than 36000 readers each week)/Unlimited articles

Your logo/link in 3 Women Survivors Alliance newsletters (with a database of over 10,000)



### Share Your Story – Booth Powered by New Focus Network \$10,000

In partnership with New Focus Network and My 2<sup>nd</sup> Act, SURVIVORville 2017 will host a staffed interactive video booth for women to share their story both on-site and via social media. Each story will be recorded and edited on site and branded per sponsors for women to share on all social media avenues.

In addition to the branding/onsite opportunities, you will also receive:

Your logo denoting you as a Breakfast Sponsor on SURVIVORville website

An exhibitor booth in the lobby

Signage at the event

¼ page ad in program

beginning one year prior to SURVIVORville



### Saturday Night at the Grand Ole Opry VIP Event at Studio \$10,000

Full Opening night sponsorship and welcome to SURVIVORville from stage.

Your logo denoting you as Opening Night Sponsor SURVIVORville website.

A 1/2 page ad in the event program reflecting Supporting Sponsorship

An exhibitor booth in the lobby

Signage at the event

Your logo all official posters of SURVIVORville.

Recognition in all local and national pinpoint media and advertising as a Supporting Partner  
Recognition from the stage at the event as a Supporting Partner

3 Social Media mentions of you as a Presenting Partner preceding the event.

Goody bag placement

3 month ad on the homepage of NOU Magazine (more than 36000 readers each week)/Unlimited articles

Your logo/link in 3 Women Survivors Alliance newsletters (with a database of over 10,000)



## Sponsorship Opportunities Continued

### Lunch Sponsors - \$10,000

(Available for Fri and Sat)

Sponsorship of lunch on Friday or Saturday

Welcome from the Stage/  
Introduction of keynote speaker

Your logo denoting you as a Lunch Sponsor on SURVIVORville website.

An exhibitor booth in the lobby

Signage at the event

¼ page ad in program

### Table Sponsors - \$1500

(Available for Fri and Sat)

Dress your table up and purchase a table for 10 deserving survivors Friday or Saturday

Your logo denoting you as a Lunch Sponsor on the table and on the website.

### Breakfast Sponsors - \$5000 (Available for Fri and Sat)

Sponsorship of breakfast on Friday or Saturday

Welcome from the Stage/Introduction of keynote speaker

Your logo denoting you as a Lunch Sponsor on SURVIVORville website.

An exhibitor booth in the lobby

Signage at the event

¼ page ad in program

### General Sponsorship - \$5000

Your logo denoting you as a General Sponsor on SURVIVORville website.

An exhibitor booth in the lobby

### Refreshment Sponsor - \$2500

Signage at the refreshment denoting you on the SURVIVORville website.

Your name in program

An exhibitor booth in the lobby

### Friends of the WSA - \$1000

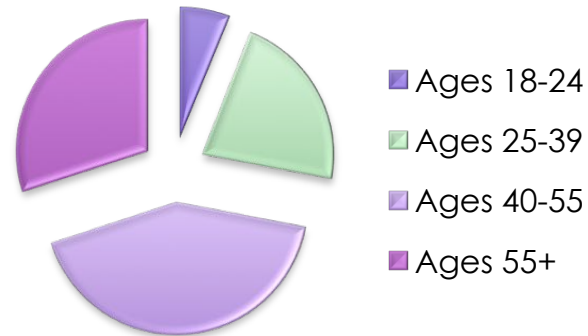
Your name in program and on website





- Currently there are 8 million women cancer survivors in the United States. Because of advances in research, treatment and early detection, that number is estimated to rise to 9 million by 2022.
- The mission of the Women Survivors Alliance is to establish a network where women affected by cancer can find their voice, improve their quality of life, and embrace their 2nd Act. The WSA has undertaken a national call to action to address the needs of women cancer survivors across the US.
- Like all women, cancer survivors lead multi-faceted lives as wives, partners, mothers, daughters, employers, employees, and volunteers. And while women survivors have all the same dreams and needs as other women, they must also balance the game changing challenges a cancer diagnosis presents. They face health and self-image issues as a result of their treatments. They face financial, legal and insurance issues as a result of their medical care. They wonder if the disease that nearly took their lives might return.
- While their disease sets them apart from others, it also creates a sisterhood. It is a loyal, little understood and untapped demographic. Until now.
- In addition to SURVIVORville, our support offerings include *NOU Magazine*, 33,000+ per month in readership, and *My 2nd Act: (Survivor Stories from the Stage)*, a professionally produced stage show of women survivors currently touring the nation.
- The WSA works to transform survivorship from a mood into a movement by empowering, educating, and connecting women whose lives have been touched by cancer.
- The WSA is an organization created BY women survivors FOR women survivors and works with other work along side its partner corporations and organizations to help women achieve true survivorship, and a fulfilling, promising, and cancer-free life!

## WSA Demographics







Women  
*SURVIVORS*  
Alliance

For More Information on SURVIVORville or  
the WSA

Please Contact:  
Karen Shayne, WSA Founder  
Karen@survivorsconvention.com  
615-495-4555

**SURVIVORville Sponsorships**



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