

# REDEFINING YOU FOUNDATION

## Sponsorship Opportunities



[www.redefinedfutureyou.org](http://www.redefinedfutureyou.org)

**MISSION** Our vision is to be the **PRIMARY** resource and first national model to concentrate on the concerns specifically connected to servicewomen, women veterans and military spouses when leaving the military.

Redefining You Foundation was founded in 2016. We have hosted 6 event, 2 events per year. We take a holistic approach by hosting a 2-day symposium to address challenges and apprehensions experienced by service women and military spouses during their transition from military service to civilian life.

We use a 4-tier lifecycle approach, which includes education, information, empowerment, and transformation; hence, redefining the attendee's frame of thought, which will ultimately impact them post military.

In 2017, **20.4 million** men and women were **veterans**, accounting for about **8 percent** of the civilian noninstitutional population age 18 and over. About **10 percent** of all veterans were **women**.

## **WE ARE THE**

**Catalyst for Connection** - This is how we show you the importance of building a network and community by engaging others outside of the military belief system through intentional outreach practices.

**Bridge** - We believe the best way to understand one another is to build a bridge towards the direction you desire to go. With clarity on your new direction there is no time wasted connecting with the resources that best fit your needs.

**Reset Button** - Hitting the "Reset Button" simply means it's time to **SHIFT** and start anew! This allows you to focus on the new vision you create for yourself and how you will define your **NEXT** through foundation building blocks created for your new **BLUE PRINT!**

**Redefining You Foundation Sponsorship Opportunities**

# IMPACT

**Servicewomen and Veterans-** Servicewomen and Veterans benefit from Redefining Your Future because they may not have actually landed a new position after separation from active duty service or are still trying to figure out the next step. Many women sometimes realize that more time is needed for them to know which direction they want to go and the symposium helps to put things in perspective in terms of personal development and growth. This is why it is important to address the needs that are specific to transitioning servicewomen, so that a community and network is available for those who need it.

**Military Spouses-** Spouses benefit from Redefining Your Future because like their loved one who has proudly served, they too have served. Military spouses are the foundation of military families and their support and sacrifice for their service member do not go unnoticed. Spouses also experience a SHIFT once their service member transitions out of the military, and it is just as important that they be provided the necessary resources and opportunities that will help them adjust to the new chapter of their lives or address any challenges they may have once their service member leaves the military.

6A | NORTHWEST GUARDIAN | FRIDAY MARCH 3 2017

## REDEFINING YOUR FUTURE

# Symposium set to ease women's transition

BY RUTH KINGSLAND  
*Northwest Guardian*  
Transitioning women have an opportunity to look at opportunities available beyond their military career at an upcoming two-day Redefining Your Future Symposium.

The event is planned for transitioning female service members, as well as women veterans and military spouses and is coordinated through a partnership of Redefining Your Future, the Service Member For Life-Transition Assistance Program and the Washington State National Guard.

Similar symposiums are offered twice each year. The current event will be at the Washington National Guard Aviation Readiness Center, 2nd Division Drive, Bldg. 6224, at Joint Base Lewis McChord, Wednesday and Thursday from 9 a.m. to 5 p.m. Participants must attend both days, and registration is required.

Shellie Willis, founder of Redefining Your Future, said the event is an opportunity for women to "grow, network and be empowered."

The symposium is a "four-tier life-cycle technique designed to effectively engage women and show them what their transitioning shift will look like," Willis said.

"Our life-cycle is: education, information, empowerment and transformation — hence redefining how they approach transition and redefining how they use resources," she said.

The event will include resume preparation, LinkedIn setup information and coaching. There also will be women guest speakers from various businesses and leadership positions.



ERIC CODRINGTON

Shellie Willis, CEO and Founder of Redefining Your Future, will host an event at the Washington National Guard Aviation Readiness Center on JBLM Wednesday and Thursday from 9 a.m. to 5 p.m.

JoAnn Moravac, communications director for Redefining your Future, is a former military service member. She said attending a previous Redefining Your Future event helped her in the difficult transition from military to civilian. Moravac said the information and resources she gained helped make

her transition smooth. "I benefited from learning different courses of action to take for actively pursuing employment, while having a strong support system that consistently motivated me and educated me on various networking resources and employment preparation," Moravac said.

Moravac said she sees the event as giving back to women who served in the armed forces. "Service members sacrifice a lot — some more than others," she said. "It's important to remind our female service members that their skills and knowledge gained during their service is instrumental and valued

even after they transition out of the military."

She said women who attend the symposiums will benefit from confidence building and networking.

"It feels good in knowing we can provide assistance and education to those who need it, especially as they prepare to make the shift into the next phase in their lives," Moravac said. "I am honored to be a part of a movement that drives empowerment, education, motivation and inspiration for our female service members and military spouses."

One speaker at the upcoming event at JBLM is Ashley Layton, campus director of the Auburn campus of Commercial Driver School. Layton is responsible for managing all aspects of the campus and overseeing all training and job placement in King County.

Layton works closely with local employment groups and the Veterans Administration, helping clients find work in a high demand career field, according to her biography on Redefining Your Future's Facebook page. She has spoken at WorkSource orientations and various seminars about job placement, resumes, the importance of networking and interviewing ins and outs.

Layton, a military spouse, said she understands what veterans and their families go through when starting over or transitioning from military to civilian life.

Prior to working with Commercial Driver School, Layton spent the past decade traveling across the country and overseas in support of her husband's military career.

## ACCOMPLISHMENTS

- Secretary of State Kim Wyman recognized redefining You Foundation for being a leader in women empowerment and transformation.
- Redefining You Foundation has hosted 6 events with over 300 attendees, many of which have successfully transitioned into fulfilling careers and civilian employment.
- Redefining You Foundation is well known as a great resource for Washington's Military Transition Assistance Program.
- Redefining You Foundation has been featured on local news networks such as Q13 and King 5 for the impact RYF has on servicewomen and military spouse transition and personal development. Q13 feature: <https://bit.ly/2R7RTQn>

## NETWORKING

We would like to partner with Non-profits, Corporations (public or private), Colleges and community-based organizations, Transition Assistance Programs and other Military and Veteran support organizations to build a network and provide the necessary resources to servicewomen and military spouses to ensure a smooth and successful transition from military service to civilian life.

## AMBASSADOR TESTIMONIALS



*“Today I hold a manager position in one of the biggest companies in America. This is just the beginning of a great adventure. All the steps needed were possible thanks to the leaders serving at Redefining Your Future.”*

**Lizbeth Sanchez-Arce**  
U.S. Army, Spouse

*“I was not ready to transition from the military but after attending Redefining Your Future and meeting Shellie and all the other people that she had come in to support, it was really a great thing.*

*Since Redefining Your Future, I’ve moved back to Clarksville, TN and I am an independent business owner, working on the Board of Directors for Better Choice of Living and I am also an intern for the Clarksville Entrepreneur Center.”*

**Shavonde Chase  
U.S. Army Veteran**



## Partnering with Redefining You Foundation

By partnering with Redefining You Foundation, you can increase your business exposure by being a noted Veteran friendly organization nationally and within the Redefining Your Future community as well as enhance your customer base.



The cross-marketing opportunities will benefit your business and strengthen your roots in the military community and surrounding areas through exposure to military service members, spouses and veterans.

We offer sponsorship opportunities that can be tailored to fit your marketing goals and budget. Get face to face with servicewomen, veterans and military spouses, who can be value added and integral members to your organization.



## YEARLY SPONSORSHIP BENEFITS AND DETAILS

The following opportunities will promote your business to transitioning service women, women veterans and military spouses. We will put your company's name, logo and link in front of all Redefining Your Future Symposium participants.

We aim to provide value to sponsors by:

- Providing opportunities for you to market your services to our military and veteran stakeholders
- Providing you with opportunities to become actively involved in community and on-post events
- Helping to enhance your profile as an active supporter of a worthwhile initiative that promotes education, information, empowerment and transformation

# SPONSORSHIP PACKAGES

## Presenting Sponsor \$5,000

- Official recognition
- Industry Exclusivity (this sponsorship level only)
- 10 minutes speaking/presenting from the podium at events.
- Verbal recognition
- Logo & description of business on RYF website and social media platforms
- Business Card Ad in Event Programs
- Logo in the Event program, slideshow, and marketing material
- Your business banner in premium position at all events
- One 6-foot table in premium spot
- Send any marketing information to our participants through our email listings
- Access to RYF community network.
- 10 tickets to our annual recognition celebration

## Media/ Event Sponsor \$3,500

- 3 minutes speaking/presenting from the podium
- Verbal recognition
- Logo & description of business on RYF website and social media platforms.
- Business Card Ad in Event Programs
- Logo in the Event program, slideshow, and marketing material
- Your business banner in premium position at all events
- One 6-foot table in premium spot
- Send any marketing information to our participants through our email listings.
- Access to RYF community network.
- 5 tickets to our annual recognition celebration

## Platinum Sponsor \$1, 500

- Verbal recognition
- Logo & description of business on all social media platforms.
- One 6-foot table in premium spot at our symposium and annual recognition ceremony
- 2 tickets to our annual recognition ceremony

## Diamond Sponsor \$1,000

- Logo & description of business on all social media platforms
- One 6-foot table in premium spot
- 2 tickets to our annual recognition ceremony

## Individual Sponsor \$500

- Logo & description of business on all social media platforms
- One 6-foot table in premium spot at our symposium and annual recognition ceremony

### Other Sponsorship Opportunities

#### \* In-Kind Opportunities

Many of our sponsors are able to provide us with great products and services in exchange for sponsorship recognition! If you are interested in adding in-kind value to your cash sponsorship or providing a full in-kind sponsorship, please contact [operations@redefinedfutureyou.org](mailto:operations@redefinedfutureyou.org). Some in-kind items received in the past include: Nourishment, Gift cards, Product and Goody Bags and Books

#### \* Other Ideas

Are you interested in providing support to Redefining You Foundation with something that is not mentioned in this proposal? Do you have a unique idea of how you can partner your business with Redefining You Foundation? Sponsorship proposals can be customized to meet your business needs by contacting:

**Shellie Willis**

CEO/ Founder- Redefining You Foundation  
[swillis\\_ceo@redefinedfutureyou.org](mailto:swillis_ceo@redefinedfutureyou.org)  
(404) 387-3557

**Evelyn Tuiaana**

Director of Operations- Redefining You Foundation  
[operations@redefinedfutureyou.org](mailto:operations@redefinedfutureyou.org)  
(912) 492-2408

# SPONSORSHIP FORM

Please fill-out the following form to confirm your chosen sponsorship level. Completed forms can be returned to Evelyn Tuiaana, Director of Operations at [operations@redefinedfutureyou.org](mailto:operations@redefinedfutureyou.org). Please don't hesitate to contact us with any questions (970) 846-6268.

## CONTACT INFORMATION:

\_\_\_\_\_  
Company Name *(as you wish to be acknowledged)*

\_\_\_\_\_  
Contact Person's Name

\_\_\_\_\_  
Company Email Address

\_\_\_\_\_  
Contact Phone Number

\_\_\_\_\_  
Address

\_\_\_\_\_  
City/State/Zip Code

## SPONSORSHIP OPPORTUNITIES:

\_\_\_\_ \$5,000 Presenting Sponsor

\_\_\_\_ \$3,500 Media/ Event Sponsor

\_\_\_\_ \$1,500 Platinum Sponsor

\_\_\_\_ \$1,000 Diamond Sponsor

\_\_\_\_ \$500 Individual Sponsor

## PAYMENT INFORMATION:

\_\_\_\_ Please send me an invoice

\_\_\_\_ I have enclosed a check made payable to Redefining You Foundation

\_\_\_\_ Please charge my credit card

Card Type (circle one): Visa / MC / AmEx / Discover

\_\_\_\_\_  
Card Number

\_\_\_\_\_  
Expiration Date

\_\_\_\_\_  
Security Code

\$

\_\_\_\_\_  
Total Sponsorship Commitment

\_\_\_\_\_  
Authorized Sponsor Signature

\_\_\_\_\_  
Date

## THANK YOU FOR SUPPORTING PERSONAL DEVELOPMENT AND TRANSFORMATION!

Once we receive your completed sponsorship form, RYF staff will contact you to discuss event arrangements, sponsorship benefits and recognition.

Please send your high-resolution color and black-and-white logos (.EPS or vector preferred) to [operations@redefinedfutureyou.org](mailto:operations@redefinedfutureyou.org)

All materials will be sent for your approval before going to print.



# Thank You.



Redefining You Foundation is committed to fostering education, information, empowerment and transformation for all servicewomen, women veterans and military spouses.



[www.redefinedfutureyou.org](http://www.redefinedfutureyou.org) \* (404) 387-3557 \* [info@redefinedfutureyou.org](mailto:info@redefinedfutureyou.org)