

April 20, 2026 | 9AM - 12PM | EarthX Dallas

WOMEN'S TRENDS SUMMIT

**Where Texas Clean Energy Leadership Meets
the \$31.8T Women's Economy**

Home Grown

Texas is #1

in clean energy production

Women prioritize sustainability

at higher rates than men

Women control \$31.8 trillion

in consumer spending

Yet eco-friendly products

consistently underperform with women buyers

**Why can't Texas be leading the conversation
about sustainable influence on the massive
women's global economy?**

The Blind Spot Costing Trillions!

The WCR4™ Method reveals the invisible forces shaping women's purchasing decisions. The Women's Trends Summit's programming is curated around this method.

- Emotions: The line between empathy and guilt tripping women into buying into sustainability.
- Gender Socialization: Why imposter shows up at checkout when a sustainable product is just \$0.75 more expensive than the non sustainable option.
- Demographics + Intersectionality: Context outranks categories. Understanding how a woman's lived experience shapes her current beliefs about sustainability.
- Legacy Consumerism™ :The sustainability your grandmother participated in that you can't see in your data.

MEET THE FOUNDER

Shampaine Graves

Started with \$20. Built relationships with women who believed in her. Accessed research events that gave her frameworks she still uses.

That became 10,000+ people reached, 60+ speaking engagements, features in Newsweek and Scripps News, and the WCR4™ Method: a framework organizations invest six figures to access.

She identified Purchase Panic™. She revealed Legacy Consumerism™. She's the researcher decoding why billion-dollar brands lose women at checkout.



OPENING KEYNOTE

Ivonne Kinser

Former VP Marketing & Innovation
Avocados From Mexico



- Fast Company Most Innovative
- 5 Super Bowl Campaigns
- 100 Most Influential Latinas

She'll show you how to reach women consumers at scale with innovation and insights you can apply immediately.

Four Ways to Position Your Brand

as a Dallas Sustainability Leader

Premier Partner — \$20,000

Own the summit + keynote platform

Lead Partner — \$10,000

Full research + featured recognition

Community Partner — \$5,000

Fund 10 women entrepreneurs

Champion Partner — \$3,500

Strategic access + research insights



Premiere Partnership

"The Women's Trends Summit at EarthX Presented by [Your Brand]"

- ✓ 6 EarthX tickets (4 GA + 2 VIP)
- ✓ 15-minute keynote speaking slot + professional video
- ✓ Full WCR4™ Consumer Forecast Report on Women's Purchasing Behavior and Sustainability (\$115K value)
- ✓ EarthX attendee lead list with contacts
- ✓ Featured on the premiere episode of the ALL SALES FINAL podcast (evergreen marketing)
- ✓ Maximum visibility: Website, 3+ LinkedIn posts
- ✓ Press releases sent to Dallas Morning News, Dallas Business Journal
- ✓ Logo on all summit signage | Verbal recognition throughout

\$20,000 Investment

- ✓ 4 general admission EarthX tickets
- ✓ Full WCR4™ Consumer Forecast Report (\$115K value)
- ✓ EarthX attendee lead list with contacts
- ✓ Featured on ALL SALES FINAL podcast (evergreen marketing)
- ✓ 5 min speaking spot during closing remarks
- ✓ Featured on Women's Trends Summit website
- ✓ 2 dedicated LinkedIn posts
- ✓ Press releases sent to Dallas area media
- ✓ Logo on summit signage at event

**Lead Partner —
\$10,000**

- ✓ "Sustainability Starts with Her Presented by [Your Brand]" signage
- ✓ Shared branding at EarthX booth with 10 scholarship recipients (\$30K value)
- ✓ Full WCR4™ Forecast Report + attendee contact information
- ✓ Recognition during summit closing remarks
- ✓ 3 dedicated LinkedIn posts + logo on website
- ✓ LinkedIn series: scholarship recipients presented by your brand
- ✓ Press releases sent to Dallas area media

**Community Partner
— \$5,000**

- ✓ 1 general admission EarthX ticket
- ✓ Full WCR4™ Consumer Forecast Report (\$115K value)
- (Does NOT include attendee lead list)*
- ✓ Featured on Women's Trends Summit website
- ✓ Included in group partner LinkedIn post
- ✓ Verbal recognition from stage during event
- ✓ Press releases sent to Dallas area media

**Champion Partner
— \$3,500**

Your Immediate ROI

No competing with 47 logos

	WTS	Conference	Trade Show
Exclusivity	Limited to 4 per category	20+ sponsors	100s vendors
Audience	100 decision-makers	500+ mixed	Foot traffic
Research	\$115K Forecast	Recap deck	Business cards
Speaking	15 min keynote	5 min panel	None
ROI	\$20K = \$87K	\$20K = logo	\$15K = booth

Let's Connect



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