

A low-angle, upward-looking photograph of several palm trees against a clear, vibrant blue sky. The fronds of the palm trees are detailed and spread out, creating a sense of height and tropical atmosphere. The lighting suggests a bright, sunny day.

NOVEMBER 2 - 5 / SAN DIEGO, CA

Presented by Fellow Flowers Inc.

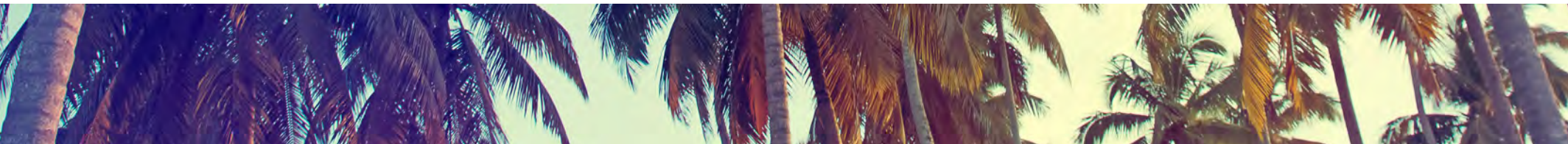
ROCK RETREAT RUN

Will you join us?



Running meets retreat meets girls getaway weekend.

Rock Retreat Run brings together active women from all over the country for three unforgettable days of inspiring speakers, empowering conversations, carefree running and connections that will last a lifetime.



"Mel and Tori are the real deal. True, authentic and they gave every part of their heart and soul to this weekend. Because they showed up as themselves, it empowered all of us to do the same."



Hosted by Fellow Flowers

Individually dynamic speakers, facilitators and coaches and a powerhouse duo of inspiration, laughter and storytelling, Mel Charbonneau and Tori Sager are the co-founders of Fellow Flowers and creators of Rock Retreat Run.





RRR 2016 keynote speaker Glennon Doyle
Founder of Momastery & Together Rising / Author of NYT Bestseller *Love Warrior*

The Experience

As much as Rock Retreat Run is about fun, it packs a huge punch when it comes to speakers, programming and content. Our women want to learn and become inspired. They want running tips and engaging personal discoveries. Our sessions range from learning how to own and share your story to personal growth to running techniques to nutrition to creating healthy lifestyle habits to learning about essential oils. Our speakers, often found in deep discussion with attendees, range from seasoned experts to national leaders to emerging voices.

Registration Perks

Over three days, attendees will enjoy:

- Thursday welcome event
- Healthy, nutritious lunches
- Friday evening dinner + beach party
- Saturday evening dinner + event
- Sunday morning continental breakfast
- Conversation-style panel discussions
- Mainstage inspiration with women leaders
- Workshops
- Panel discussions with Q&A sessions
- Access to running and nutritional experts
- Morning running flights
- Morning yoga + stretching
- Exercise classes + workout options
- Access to our sponsor and partner products
- Welcome bag with premium swag



Who Attends

Women from over 30 states

Ages 24 - 68

Active + Health focused

Goal-oriented

Authentic + Real

Mothers + Caretakers

Advocates

Loyal and engaged

Investors in quality

Curious + Willing to learn





The Partnerships + Sponsors

"The type of woman who attends RRR is thoughtful, engaged, and dedicated to brands and causes that she believes in. She is committed to the products and organizations that she identifies with and that reflect her values. As we have seen, she will become a visible ambassador of your customer base – not a silent consumer."

Amy Cochrane, Founder, Momentum Jewelry

What our partners have to say

Rock Retreat Run is an amazing opportunity for brands and businesses to meet, share and learn in the most empowering setting. Mel and Tori have a unique style that is magnetic and encourages women to own their own stories in a way that's completely candid, supportive and authentic. It's like no other opportunity to connect with our audience.

- Nicki Miller, Executive Editor, Competitor Magazine



Fellow Flowers Reach + Impact

Quick stats:

25,000+ following on Facebook

6,000+ following on Instagram

50,000+ unique monthly website visits (average)

16,000+ email list with 25% open rate

7,500 online orders processed annually (opportunity for promotional inserts)

400 person membership (annual renewals)

Demographics:

Women aged 35 - 44, primary audience

Women aged 24 - 34 and 45 - 54, secondary audience

Majority are mothers and/or caretakers in some capacity

Top ten markets include:

Wisconsin, Michigan, Minnesota, Illinois, California, Arizona, Florida, New York, Ohio, Tennessee

The woman we serve:

Loyal, enthusiastic, strong, brave and compassionate. She invests in quality products, experiences and brands. She expects truth, authenticity and transparency. She believes in causes greater than herself. She is active, goal-oriented, takes care of her health and is open-minded to new ideas and solutions for mind, body and spirit. She balances the craziness of life with goals, personal passions and big dreams. She is a good friend - she shows up, loves hard, lifts others up and supports the women around her fiercely. She is the ordinary woman who holds extraordinary gifts, talents and stories. She enjoys a girls night and doesn't take herself too seriously. She believes in the greater good and that when women work together, rise together and run together, we are unstoppable.



Your investment. Our commitment.

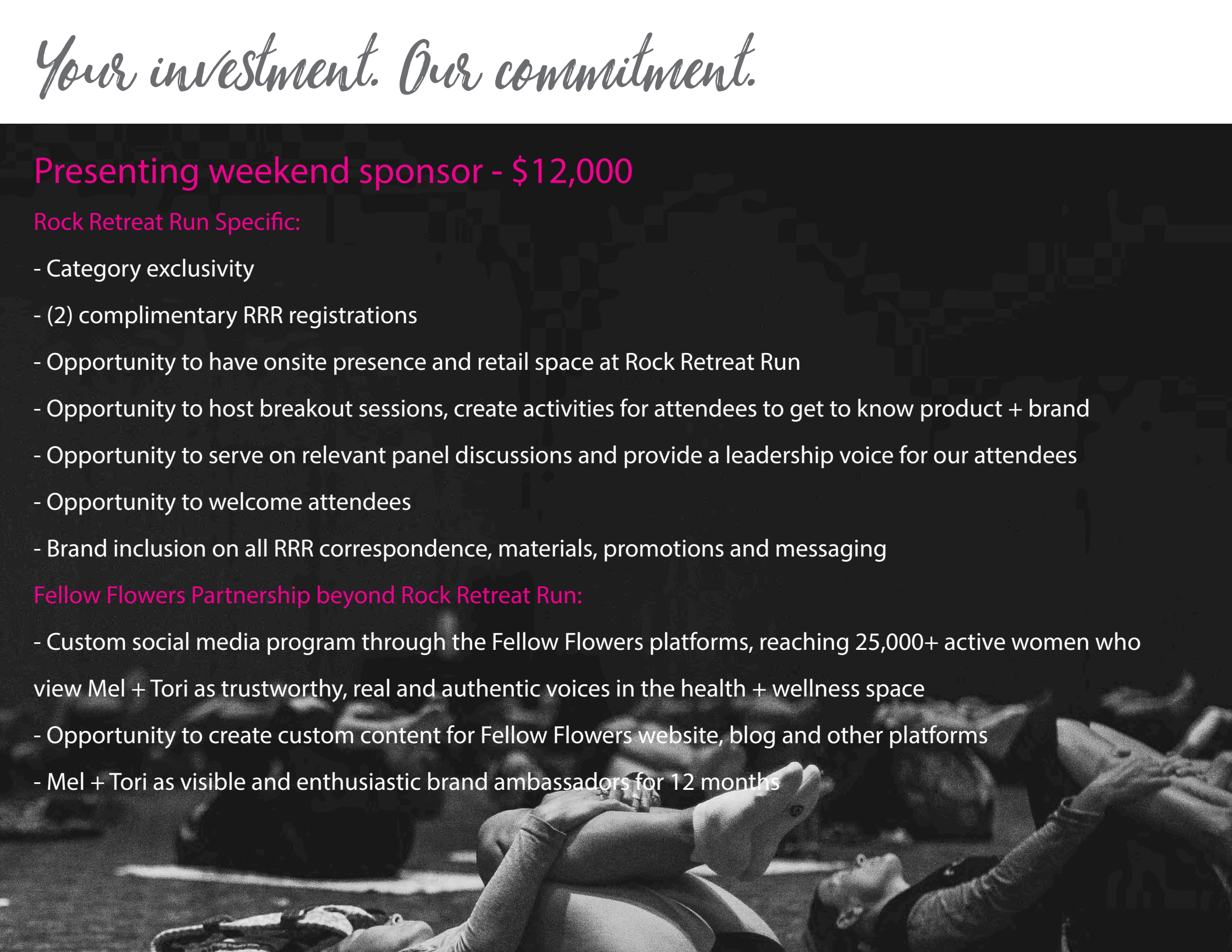
Presenting weekend sponsor - \$12,000

Rock Retreat Run Specific:

- Category exclusivity
- (2) complimentary RRR registrations
- Opportunity to have onsite presence and retail space at Rock Retreat Run
- Opportunity to host breakout sessions, create activities for attendees to get to know product + brand
- Opportunity to serve on relevant panel discussions and provide a leadership voice for our attendees
- Opportunity to welcome attendees
- Brand inclusion on all RRR correspondence, materials, promotions and messaging

Fellow Flowers Partnership beyond Rock Retreat Run:

- Custom social media program through the Fellow Flowers platforms, reaching 25,000+ active women who view Mel + Tori as trustworthy, real and authentic voices in the health + wellness space
- Opportunity to create custom content for Fellow Flowers website, blog and other platforms
- Mel + Tori as visible and enthusiastic brand ambassadors for 12 months





Become a partner. Make an impact.

Evening event / Daytime programming sponsor - \$5,000

Rock Retreat Run Specific:

- (1) complimentary RRR registrations
- Opportunity to have onsite presence and retail space at Rock Retreat Run
- Opportunity to host breakout sessions, create activities for attendees to get to know product + brand
- Opportunity to serve on relevant panel discussions and provide a leadership voice for our attendees
- Brand inclusion on all RRR correspondence, materials, promotions and messaging

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Hosting / Leading workshops, sessions, activities - \$1,000

- Opportunity to have onsite presence and retail space at Rock Retreat Run
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- Brand inclusion on all RRR correspondence, materials, promotions and messaging

Looking for something different? Let's build it.

How do you want to be involved? How do you want to share your story, brand, products and services with our attendees? Our goal is to have partners who are invested and engaged in the experience we are creating. We are open to ideas and can customize any partnership to fit your needs and strategic goals.



The Fellow Flowers Mission

We believe that the MAGIC of running is not just in the miles, but in the moments of transformation along the way. We also believe that every woman—whether she's running her first 5K or if has been a runner for years—has a story. And we are on a mission to create the space where those stories can be shared.

Today, we are the virtual sisterhood for women who move, run, and live active lifestyles. We want to support, inspire and bring together women who are on a training, fitness, health, or running journey. And we seek to connect active women who want more than just training plans, mileage updates and race reports. While running is our core, we continue to take on new challenges, goals AND sports. We believe that Fellow Flowers can support all women on a journey, regardless of sport. And we want to create a community where women are empowered and encouraged to share their stories, reasons for getting out there and motivations for staying active and healthy.

*Join us! And we'll see you
in San Diego this November!*

*xo
Mel + Tori*

