momtreat



A 4 DAY RETREAT FOR EVERY MOM.
BECAUSE WE MATTER.



WHERE YOUR JOURNEY BEGINS

BEAUTIFUL

SHOWCASE YOUR BRAND IN PARADISE

According to the most recent Happy Planet Index., which aims to measure human well-being and environmental impact, Costa Rica is the most satisfying place to live.. Costa Rica extends majestically from the Pacific Ocean to the Caribbean Sea, and its distance is barely 200 miles.

The inaugural Solo Momtreat, curated by Live Beautiful Co. will be held in beautiful Manuel Antonio in the lap of luxury: at Villa Punto de Vista, wihich offers intimate views of the rainforest and the calming breeze from the Pacific Ocean, only a stone throw away. Your brand or product will shine in this environment and will be utilized and shared by women everywhere. Our travel and event concepts have taken off and the demand is high. Be a part of something simple yet impactful: living a life that is beautiful.



ABOUT LIVE BEAUTIFUL

BRAND INTRODUCTION

Live Beautiful is an experience curation company dedicated to encouraging people in all stages of life to create the kind of life they've always wanted to live. A beautiful life isn't about a price tag or about how many followers you gain - it's about engaging with the world around you in positive ways, and pursuing the experiences that set your soul on fire. It's our goal to provide opportunities for people to live their best life while still impacting the world around them.



WHERE YOUR JOURNEY BEGINS

THESOLO

MOMTREAT

WHAT IS IT?

The Solo Momtreat is the first of it's kind. It is a travel retreat that focuses solely on the health and general well-being of mothers. The event is designed to capture all elements of physical, emotional, and spiritual well being for the hardest working group of people in the world: mothers

Our 4 Day Retreat will include self care sessions like: sunrise yoga, morning meditations, mini therapy sessions, healing circles, and self care workshops. For fun, we will be kicking it off with a sunset champagne toast in our villa (Villa Punto de Vista), a liberating lingerie/pajama party for girl's only where we will be celebrating all bodies, colors and sizes. There will be local tours + activities in the plush town of Manuel Antonio, salsa classes and music ensembles. Finally, for self reflection, we will be having 3 speakers join us to empower our guests to keep reaching their goals, to develop their individuality.

THE SOLO MOMTREAT

demographics



Percent of moms have a social media page and follow social brands



Spending power of the over 105 million-strong millennial market. The first generation to outsize the influential-but-aging Baby Boomers.



Percent of moms will buy . their favorite products agan



Percent of Moms have purchased products as a result of promotion mention in a blog. 65% of Moms learn about a product of service through social media.

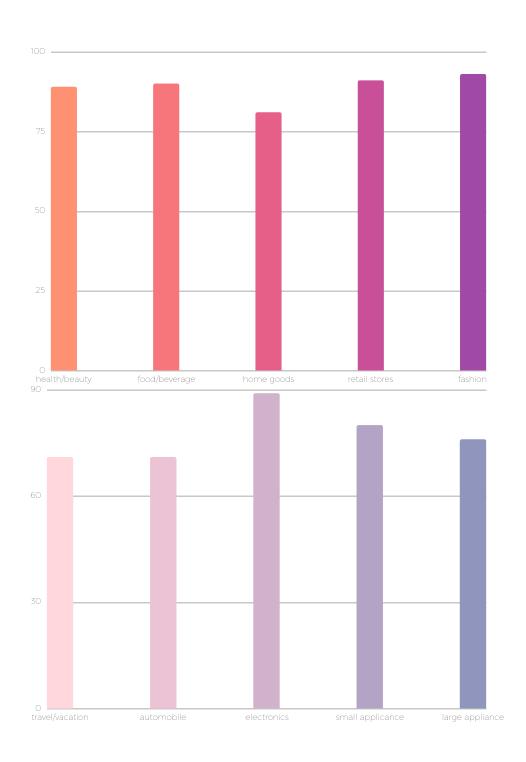


84% of Moms go online when looking for product/brand recommendations



77% of qualified attendees at conferences and retreats represent new customers

MILLENNIAL MOMS SHARE MORE INFO ABOUT PRODUCTS AND SERVICES



WWW.LIVEBEAUTIFUL.CO | SPONSOR PROPOSAL



just how influential are our guests & audience?

THE LIVE BEAUTIFUL MAMA

WORKING MOMS

About 71% of moms with children younger than 18 are in the labor force 40% of all households with children under the age of 18 have the mom being the main source of income for the family, 2/3 being single moms. 29% of partnered working moms earn more than their spouses, 65% of moms and dads can use flex and not worry about consequence

DIGITAL WOMEN INFLUENCERS

Millennial Moms are decision-influencers. They are more likely than moms overall to provide opinions and recommendations. They also cite themselves as key advisors among their circle of friends. More likely to be asked for opinions on purchase decisions. Millennial moms: 55% frequently asked for a product recommendation an average of 9.6 times per month (vs. 6.3 times for moms overall)

DIVERSE + UNIQUE

Millennial moms are often a misjudged market 30% are employed fulltime and 35% are selfidentified homemakers 42% believe that "most advertising and marketing is not geared toward women like me" (vs. 36% of moms in aeneral). We can attest that moms who view our content self identify with our brand and offerings.

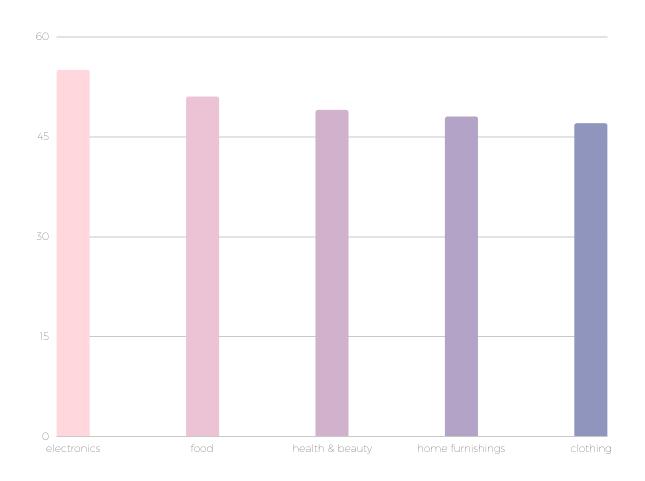
BIG SPENDER

The cause is self care.
Prioritizing ourselves for once. The numbers:
92% want to buy a product supporting a cause or theme.
93% are likely to switch brands.
61% of purchased more cause-related products in the past year. Our audience support brands that support the Live Beautiful cause

Momen initiate 80% of home improvement purchases, and do most of their pre-purchase research online rather than in-store.



MOMS ARE ONLY 44% OF THE WOMEN'S MARKET, BUT THEY ACCOUNT FOR THE LARGEST SHARE IN PURCHASES:



Moms spend more than their share in the market place

WWW.LIVEBEAUTIFUL.CO | SPONSOR PROPOSAL

just how influential is live beautiful?

THE LIVE BEAUTIFUL MAMA

MOMS NEED US

Millennial moms value life management assistance 36% lack time/have a busy schedule, but would do it themselves if they could 30% are trying to simplify their lives 28% lack time/have a busy schedule and would rather not do it themselves

WE INFLUENCE THE 'MOM MARKET'

Our market comprises of 82.5 million mothers of all ages in the US, from Baby Boomer "soccer moms" to the Gen X and Echo Boom "iMom." In a poll we asked moms how many of them would go on a luxury retreat with other mothers, 100% said yes. The Moms market is continually selfrenewing; approximately 4 million babies are born each year, 40% are to first-time mothers. The population of US moms with children under age 18 in the household was 35.7 million in 2012.

WE REWARD MOMS

When rewarded, moms

will tell you more about themselves: 36% will provide more information about themselves including purchasing behavior 73% will answer polls or surveys. When rewarded: 92% of Moms will buy more of their favorite products 50% will visit a brand's Facebook page and 44% will "Like" content 59% will buy other products a brand offers 45% will switch from a competitor's product 40% will post a review 26% will pin from a brand's site to Pinterest 25% will Tweet/Retweet content

OUR SOCIAL ETHOS IS CLEAR

We curate intentionally and share brands authentically. Moms know that the brands we stand behind are more than just an ad, and more of a call to action. 74% of Moms have purchased products as a result of promotion mention in a blog. 65% of Moms learn about a product of service through social media. 66% view social networks as a source of information. 64% of Moms read online reviews before making a purchase. 56% follow up on product recommendations received on social sites to learn more.



OUR MOMS ARE SOCIAL SAVVY + ENGAGED

Mobile devices allow mom to:
Be online everywhere. Regularly
interact with brands and
retailers. Engage with other
consumers. Leverage social
media passion and usage. Be
constantly accessible. Make
moms' music mobile as well





ARE YOU FOR REAL?

Our moms value authenticity. They are real and so are we. We asked moms if they would rather get information from a celebrity mom or an experienced mom like themselves. 67 % said they would more likely turn to a peer mom. Only 20 % of mothers said that advertisers were doing a good job connecting with mothers. 70 % said that marketers are not focused on moms in their advertising and 30 % said that they see ads that offend them. Let's change that together, let us shine the best light on your brand at The Solo

Remember, ,more moms follow brands on social media than anyone else. Are you convincing moms?

PUT YOUR BRAND IN FRONT OF AN ENGAGED AUDIENCE FOR 4 DAYS. WATCH AS THEY SHARE, REVIEW & RECOMMEND.







BE A PART OF THE SOLO MOMMY REVOLUTION

SPONSOR

THE SOLO MOMTREAT SPONSOR LEVELS

PLANTING

FOUNDING

PARTNER



FOUNDING

SPONSOR \$12-15K

OUNDING

VE BEAUTIFU

X
THE SOLO
MOMTREAT

"FOUNDING MEMBER" LOGO ON SPONSOR PAGE + WEBSITE

SPECIAL EVENT ANNOUNCEMENT + HIGHLIGHT ON VIDEO REEL

PROMOTIONAL GIFTS/ASSETS TO BE PLACED IN GUEST GIFT BAGS TO HELP GUESTS BECOME ACQUAINTED WITH YOUR UNIQUE PRODUCT OFFERINGS

DEDICATED STYLIZED STAND + PROMO AREA FOR FOUNDING SPONSORS
ONLY

ACCESS TO OUR EMAIL LIST FROM THE EVENT FOR FUTURE MARKETING
OFFERS

12 CURATED SOCIAL MEDIA POSTS ON @LIVEBEAUTIFULMAMA (20K)
@LIVEBEAUTIFULCO. WE WORK WITH YOUR MARKETING TEAM TO
DEVELOP + CREATE PRE/DURING/POST EVENT CONTENT [3 POSTS PER
MONTH]

IN FEED CONTENT | STORY CONTENT | SPONSORED BLOG POSTS ETC

OPPORTUNITY TO CROSS PROMOTE WITH MOMMY INFLUENCER
ATTENDEES + SPEAKER'S SOCIAL ACCOUNTS BEFORE, DURING + AFTER
EVENT

FEATURE "GET TO KNOW OUR SPONSORS" EMAIL TO EVENT GOERS WITH SPONSOR INFORMATION SPECIFIC FOR 'SOLO MOMTREAT' GOERS (ABOUT, SALES + DISCOUNTS, SPECIAL SHOPPING CODES)

LOGO ON PROMOTIONAL T-SHIRTS

LIVE BEAUTIFUL X "SPONSOR" SOCIAL GEOTAG DURING EVENT

COMPLIMENTARY 1ST TIER "SHELF SPACE" IN OUR EVENT GIFT BOX (NO SWAG BAGS - A BEAUTIFUL GIFT BOX WITH STYLED PRODUCTS,

MARKETING MATERIALS + A FRESH BOUOET OF FLOWERS

SHOUT OUT YOUR BRAND DURING OUR LIVE STREAM SESSIONS
EXPERIENCE TO A WIDER RANGE OF POTENTIAL CUSTOMERS AND OFFER
SPECIAL PROMO CODES TO LIVESTREAMERS

SOCIAL CONTENT - DRONE + PROFESSIONALLY CAPTURED IMAGERY

SHOWCASE YOUR BRAND IN AN NTIMATE SESSION WHILE MAKING A STRONG IMPRESSION ON A LARGER AUDIENCE

ACCESS TO ALL CAMPAIGN STATS

BE A FOUNDING SPONSOR TO A REOLUTIONARY CONCEPT: A RETREAT FOR MOMS ONLY

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LOGO ON SPONSOR PAGE + WEBSITE

SPECIAL EVENT ANNOUNCEMENT + HIGHLIGHT ON VIDEO REELT

PROMOTIONAL GIFTS/ASSETS TO BE PLACED IN GUEST GIFT BAGS TO HELP GUESTS BECOME ACQUAINTED WITH YOUR UNIQUE PRODUCT OFFERINGS

DEDICATED STYLIZED STAND + PROMO AREA FOR FOUNDING SPONSORS ONIY

8 CURATED SOCIAL MEDIA POSTS ON @LIVEBEAUTIFULCO [2 POSTS PER MONTH]

IN FEED CONTENT | STORY CONTENT | SPONSORED BLOG POSTS ETC

OPPORTUNITY TO CROSS PROMOTE WITH MOMMY INFLUENCER + SPEAKER SOCIAL ACCOUNTS BEFORE. DURING + AFTER EVENT

FEATURE "GET TO KNOW OUR SPONSORS" EMAIL TO EVENT GOERS WITH SPONSOR INFORMATION SPECIFIC FOR 'SOLO MOMTREAT' GOERS (ABOUT, SALES + DISCOUNTS, SPECIAL SHOPPING CODES)

LIVE BEAUTIFUL X SPONSOR SOCIAL GEOTAG DURING EVENT

COMPLIMENTARY 2ND TIER "SHELF SPACE" IN OUR EVENT GIFT BOX (NO SWAG BAGS - A BEAUTIFUL GIFT BOX WITH STYLED PRODUCTS, MARKETING MATERIALS + A FRESH BOUQET OF FLOWERS

HIGHLIGHT YOUR BRAND DURING OUR LIVE STREAM SESSIONS EXPERIENCE TO A WIDER RANGE OF POTENTIAL CUSTOMERS AND OFFER SPECIAL PROMO CODES TO LIVESTREAMERS

SOCIAL CONTENT - DRONE + PROFESSIONALLY CAPTURED IMAGERY

SHOWCASE YOUR BRAND IN AN INTIMATE SESSION WHILE MAKING A STRONG IMPRESSION ON A LARGER AUDIENCE

ACCESS TO ALL CAMPAIGN STATS

BE A PARTNER SPONSOR TO A REVOLUTIONARY CONCEPT: A RETREAT FOR MOMS ONLY

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PLANTING SPONSOR \$5000 3 SPACES AVAILABI

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X
THE SOLO
MOMTREAT

LOGO ON SPONSOR PAGE + WEBSITE

SPECIAL EVENT ANNOUNCEMENT + HIGHLIGHT ON VIDEO REEL

PROMOTIONAL GIFTS/ASSETS TO BE PLACED IN GUEST GIFT BAGS TO HELP GUESTS BECOME ACQUAINTED WITH YOUR UNIQUE PRODUCT OFFERINGS

4 CURATED SOCIAL MEDIA POSTS ON @LIVEBEAUTIFULCO [1 POSS PER MONTH]

IN FEED CONTENT | STORY CONTENT | SPONSORED BLOG POSTS ETC

OPPORTUNITY TO CROSS PROMOTE WITH MOMMY INFLUENCER + SPEAKER SOCIAL ACCOUNTS BEFORE, DURING + AFTER EVENT

FEATURE "GET TO KNOW OUR SPONSORS" EMAIL TO EVENT GOERS WITH SPONSOR INFORMATION SPECIFIC FOR 'SOLO MOMTREAT' GOERS (ABOUT, SALES + DISCOUNTS, SPECIAL SHOPPING CODES)

COMPLIMENTARY THIRD TIER "SHELF SPACE" IN OUR EVENT GIFT BOX (NO SWAG BAGS - A BEAUTIFUL GIFT BOX WITH STYLED PRODUCTS, MARKETING MATERIALS + A FRESH BOUQET OF FLOWERS

HIGHLIGHT YOUR BRAND DURING OUR LIVE STREAM SESSIONS EXPERIENCE
TO A WIDER RANGE OF POTENTIAL CUSTOMERS AND OFFER SPECIAL PROMO
CODES TO LIVESTREAMERS

SOCIAL CONTENT - DRONE + PROFESSIONALLY CAPTURED IMAGERY

SHOWCASE YOUR BRAND IN AN INTIMATE SESSION WHILE MAKING A STRONG IMPRESSION ON A LARGER AUDIENCE

ACCESS TO ALL CAMPAIGN STATS

BE A PLANTING SPONSOR TO A REVOLUTIONARY CONCEPT: A RETREAT FOR MOMS ONLY

3

S P O N S O R S H I P C O V E R S

 $GUEST\ EXPERIENCE$

FOOD + DRINK

Complimentary food and beverages for all event guests

 $LOOK \ \& \ FEEL \ WHILE \ REPRESENTING \ YOUR \ BRAND$

GLAM SESSIONS FOR SPEAKERS

Hiring of hair and makeup artists for our speakers and influencers

CONTENT

PHOTO + VIDEOGRAPHY FEES

Fee coverage for event photographer and videographer for the all 4 days a

EENGAGE

INTERACTIVE EXPERIENCES

SOCIAL INVESTMENT

INFLUENCER + SPEAKER TRAVEL/LODGING FEES

In lieu of speaker fees, we will be providing our speakers and influencers with complimentary travel and lodging at the Solo Momtreat at a comparable hotel near the Villa for 2 nights

TECHNOLOGY

LIVE STREAM SESSIONS + SOCIAL MARKETING

Payment will cover free and paid/exclusive livestream events for patrons

AMBIENCE

EVENT DECOR + STYLING

Professional decor, floral and styling

add on

AND RECEIVE SPECIAL PROMO

interactive installation

healing ceremony & sunset dinner on the beach

transportation/ vehicls or buses

email 48 at twe beautiful co

drink/beverage sponsor airfare sponsor

outfit our guests robes, travel slippers etc WHAT TO DO, NOW? Next steps...

SHOULD YOU AGREE TO BE A PART OF CREATING A STUNNING EVENT, AS A SPONSOR. PLEASE LET US KNOW IN WRITTEN FORM AND WE WILL SEND OVER AN AGREEMENT TO SIGN. WE HOPE TO WORK WITH YOU! .

CONTACT

FOR BUSINESS INQUIRIES

(470) 265 0902 hello@livebeautiful.co

dana ferrer