



WOMEN'S DAY LIVE

EMPOWER WOMEN | CHANGE THE WORLD



MARCH 8, 2011

WASHINGTON MALL, WASHINGTON DC.,
HOLLYWOOD BOWL, L.A., LONDON, RIO, KIGALI, MUMBAI

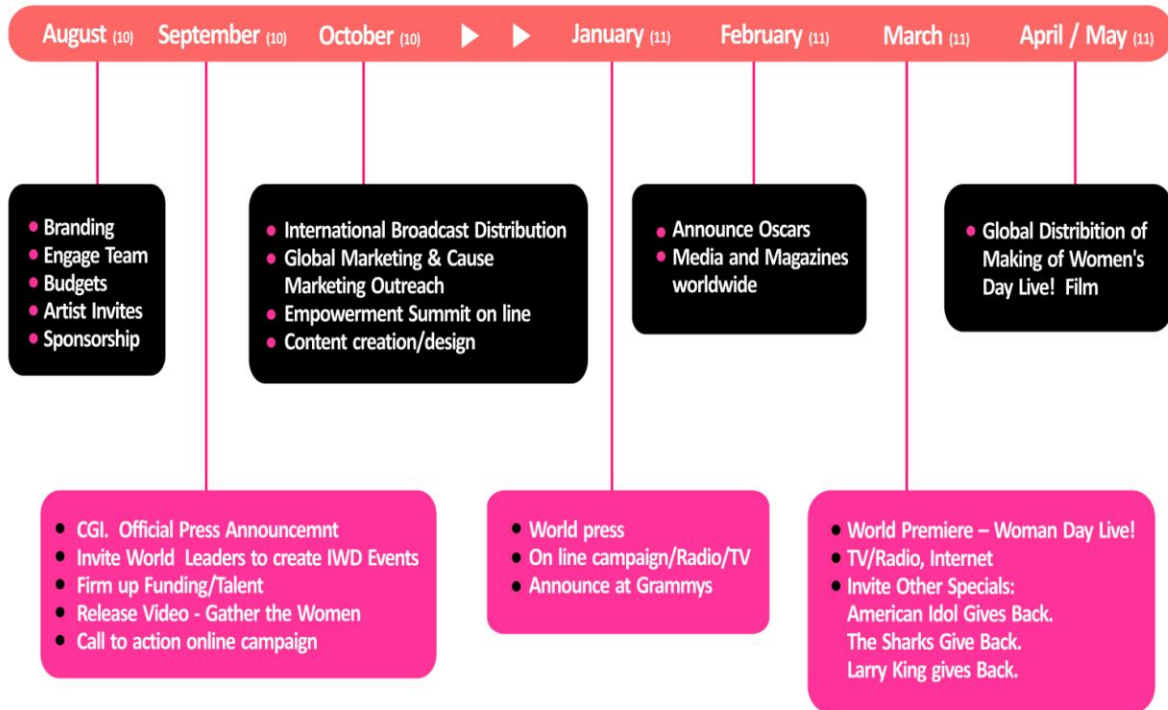


A GLOBAL BENEFIT CONCERT AWAKENING THE HEART OF HUMANITY

A HISTORIC CELEBRATION OF THE 100TH ANNIVERSARY OF INTERNATIONAL WOMEN'S DAY



EVENT TIMELINE | KEY ACTIVITIES



* Subject to change / Details tbd

"If ever the world sees a time when women shall come together, purely and simply for the benefit of humanity, it will be a power such as the world has never known."

Matthew Arnold (1822-1888), British Poet

The time is now. We are those women.



Immediate Development Budget

Branding	\$20,000
Website	\$60,000
Social Media/Online Campaign	\$15,000
Video	\$25,000
Sponsorship Development	\$40,000
Legal	\$30,000
Travel	\$10,000
Budget and Strategic Plan	\$15,000
Staffing	\$25,000
Overhead	\$10,000
Total Development Budget	\$250,000

FULL DEVELOPMENT BUDGET

The above budget is part of the larger development budget and the most immediate expenditure. We need to have all systems go now. Branding, budgets, sponsorship presentation and web site development and deposits for venues and engagement of the team are required now. The following outlines estimated costs to develop and operationalize the project.

This includes a full launch of the Empower Women, Change the World Call to Action campaign to build a viral campaign around the world to gather the women to create Women's Day Celebrations, and create teams for fund-raising initiatives.



Branding, Design, etc.	\$50,000
Sponsorship Package & Research	\$100,000
Global Media Company/PR	\$100,000
Sponsorship Deposit \$3,000/month	\$90,000
On line Development – Campaign Management	\$200,000
Budget and Production Schedule	\$25,000
Talent Liaison	\$50,000
Revenue Model	\$25,000
Create Non Profit and Trademarks	\$25,000
Development of Ancillary Products/Merchandise	\$50,000
Overhead, Set Up Production Offices	\$50,000
Printing, Packaging, Office Equipment	\$50,000
Location Search and Deposit on Venues	\$100,000
Staff	\$200,000
Travel, Accommodation, Location, etc	\$30,000
Clinton Global Initiative for 2	\$ 35,000
Legal and Accounting Fees	\$50,000
Development Charges	\$50,000
Global Broadcast Distribution/Outreach/Electronic & Print Kit	\$50,000
Video/Branding	\$100,000

Social Networking/Global Outreach	\$50,000
Miscellaneous	\$20,000
TOTAL DEVELOPMENT BUDGET	\$1,500,000

- Women AID Live! will be funded with the engagement of sponsors, philanthropists, and foundations. The producers are seeking an immediate commitment of \$1.5 million in development to engage the team and set up operations by August.
- The Estimated Budget for Women’s Day Live is \$12 Million. This includes 2 Major U.S. Stages, the global outreach, online programming with six month lead up, and 4 smaller stages overseas. The project is scalable according to our collective commitment for the vision and allocated resources, and given resources we can produce larger overseas venues. A final budget will be established once the Team is engaged and Development Funds are in place.
- A guarantor and line of credit for a total of ten million is requested at this time to permit us announce the event. Line of Credit is repayable upon securing of sponsorship, expected to be at the very least \$10Million.

We have a significant opportunity to reach out to women globally with a major online campaign starting the moment we have the development funds for a lead up to March 8th. The Online Portal received 300 million hits on their home page daily.

TIME URGENCY: We need to be operational now to be ready for Sponsorship outreach on Labor Day, and to make a global Announcement at the Clinton Global Initiative with our partners in N.Y. Sept. 21, 2010.

We would like to engage Global Concert Impresario Kevin Wall to join us as Executive Producer, which having development funds in place now. Contact: Lili Fournier 416 410-4434 lili@womenaidlive.com

Women’s Day Live Founding Patrons – Donor Levels and Benefits

Benefit	Platinum \$100,000	Gold \$50,000	Silver \$10,000
Seat on W.D.L. Board /Steering Committee	Board	Steering Com.	
Benefit Concert (LA) + Walk (Washington)			
✓ Speaking Opportunity at Concert/Walk	✓		
✓ VIP Passes to Benefit Concert + Walk	10	5	2
✓ Attend VIP Receptions/Green Rooms	✓	✓	✓
W.D.L. Visibility Programs			
✓ Featured in online Global Summits	✓		
✓ Featured in W.D.L. video	✓	✓	
✓ One time use of W.D.L. database	✓	✓	
✓ Full organization profile on website	✓	✓	
✓ Name and contribution level on website	✓	✓	✓
✓ Link to your organization website	✓	✓	✓

A Million Dollar Donor will receive a Co-Executive Producer Credit.

DONOR OPPORTUNITIES

Women's Day Live! Founding Friends

Seeking 1000 Passionate Women to Empower Women and Change the World

Pioneering Founding Friends and donors who commit their support by August 15, 2010 will receive Special mention in the Women's Day Live! website and the following bonuses:

- Quest Wisdom Collection (\$220 value) – 14 hours of powerful and inspirational content featuring today's spiritual and business leaders on achieving success & 7-Wk Women's Empowerment Teleminar (\$330 value)

JOIN A GLOBAL MOVEMENT OF WOMEN LEADING CHANGE!

A HISTORIC GLOBAL GATHERING OF THE WOMEN OF THE WORLD

Women's Day Live! is an unprecedented multi-media event that will celebrate the women of the world and the power of women to change the world. Our goal is to raise hundreds of millions of dollars to empower women and girls with education and economic opportunity.

- 24 Hours Live Around the World! – 4 hour broadcast with online streaming. Featuring stellar concert performances, visionary speakers and powerful short films.
- We will distribute live media to over 2000 self-organized events in over 100 countries, with upload capacity.
- Use the latest Multi-Platform Technology so everyone can participate in the fundraising.



Honorary Patrons
Archbishop Desmond Tutu
And Leah Tutu

Honorary Co-Chairs
Elder Bernice King
Founder, 'Be the King'

Helene Gayle
CEO, CARE

Nyaradzai Gumbonzvanda
General Secretary World YWCA

Production Team
Louis J. Horvitz
Emmy winning Director, LiveAID, The Oscars

Michael Olmstead
Producer Pangea Day

Lili Fournier
Executive Producer, Women of Wisdom & Power

Consultant
Salli Frattini
Former SVP, MTV

STRATEGIC PARTNERS



SUPPORTING STRATEGIC PARTNERS





WOMEN'S DAY LIVE
EMPOWER WOMEN | CHANGE THE WORLD

We invite your visionary leadership, talent, funding and sponsorship support for Women's Day Live!

THE TIME FOR WOMEN IS NOW!

FOR MORE INFORMATION CONTACT:  Tel: 416.410.4434
lili@womanaidlive.com
www.womanaidlive.com

Join us and be part of history in the making

Women's Funding Network

505 Sansome St. 2nd
S.F. 94111. (415) 441-0706
State "Women's Day Live" on Cheque

A 501C charity receipt provided by the Women's Funding Network

Note. Online fund-raising is in the process of being set up.

Contact: Lili Fournier 416 410-4434 lili@womanaidlive.com



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MARCH 8, 2011 | Washington Mall, Washington DC., Hollywood Bowl, L.A., London, Rio, Kigali, Mumbai