WOMEN’S DAY LIVE
EMPOWER WOMEN | CHANGE THE WORLD

MARCH 8, 2011
WASHINGTON MALL, WASHINGTON D.C., 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
"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

<table>
<thead>
<tr>
<th>Service</th>
<th>Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>Branding</td>
<td>$20,000</td>
</tr>
<tr>
<td>Website</td>
<td>$60,000</td>
</tr>
<tr>
<td>Social Media/Online Campaign</td>
<td>$15,000</td>
</tr>
<tr>
<td>Video</td>
<td>$25,000</td>
</tr>
<tr>
<td>Sponsorship Development</td>
<td>$40,000</td>
</tr>
<tr>
<td>Legal</td>
<td>$30,000</td>
</tr>
<tr>
<td>Travel</td>
<td>$10,000</td>
</tr>
<tr>
<td>Budget and Strategic Plan</td>
<td>$15,000</td>
</tr>
<tr>
<td>Staffing</td>
<td>$25,000</td>
</tr>
<tr>
<td>Overhead</td>
<td>$10,000</td>
</tr>
<tr>
<td><strong>Total Development Budget</strong></td>
<td><strong>$250,000</strong></td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seat on W.D.L. Board /Steering Committee</td>
<td>Board</td>
<td>Steering Com.</td>
<td></td>
</tr>
<tr>
<td>Benefit Concert (LA) + Walk (Washington)</td>
<td>$100,000</td>
<td>$50,000</td>
<td>$10,000</td>
</tr>
<tr>
<td>✓ Speaking Opportunity at Concert/Walk</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>✓ VIP Passes to Benefit Concert + Walk</td>
<td>10</td>
<td>5</td>
<td>2</td>
</tr>
<tr>
<td>✓ Attend VIP Receptions/Green Rooms</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

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 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@womenaidlive.com
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