



# VISION FOR THE ROCKSTAR WOMAN community

believe in her.  
champion her.  
cherish her.  
heal for her.  
invest in her.  
love her.  
protect her.  
pray for her.

or, her.  
or, her.  
or, her.



Shifting from  
an epic annual  
Brunch experience  
to an ongoing  
sustainable movement

What began  
in 2019 as a  
once-a-year  
networking  
Brunch has  
evolved into a  
movement


 @ROCKSTARWOMANMOVEMENT





WE CURATE  
REVOLUTIONARY  
APPROACHES TO INVESTING  
IN THE ASPIRATIONS,  
AMBITION, + WELLNESS  
OF WOMEN WHO LEAD,  
LOVE, + SERVE IN  
TRANSFORMATIONAL WAYS



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3  
COUNTRIES

YEARS 1-4

25  
STATES

We launched  
*We scaled*  
**WE GREW**

17  
COUNTIES



61  
CITIES

WE ARE PROUD OF "**HERE**"


BUT WHAT  
GOT US  
"HERE",  
WON'T GET  
US "THERE"



YEAR 5, WE ENTER A NEW SEASON

We deepen  
We develop  
We evolve

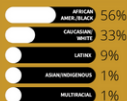


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# We have outgrown being a one-day experience

Meet our Rockstars!

## COMMUNITY DEMOGRAPHICS



2019

**211 Attendees**  
Sold out venue  
City Flats

2020

**389 Attendees**  
Went hybrid  
AND GLOBAL!

2021

**550 Attendees**  
2 countries  
21 states  
121 cities  
JW Marriott + Virtual

2022

★  
**625 Attendees**  
Sold out venue  
+  
ALL 400  
In-person tickets  
in just 12 DAYS!  
  
Frederik Meijer  
Gardens & Sculpture  
Park  
+  
Virtual

# We are evolving into a membership community

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## 2-YEAR STRATEGIC PLAN

We will advance #BetOnHer infrastructure + strategies to address the needs + interests articulated by the Rockstar Woman community

# FOCUS: MEMBERSHIP





SOAR sessions replay  
Hosted by Shannon Cohen  
Featuring:  
Destiny Adams, The Traveling Hair Boss  
Marissa Kearney, Founder & Owner - TargetMudBack



INVESTING IN HER:

# Aspirations Ambition & WELLNESS

STRATEGIES INCLUDE:

SOAR SESSIONS

ANNUAL BRUNCH  
EXPERIENCE

IMMERSIVE VISION  
FIELD TRIPS

OUR SIGNATURE BRAND OF  
INSPIRATION + STRATEGY  
PRODUCT AND SWAG

COMMUNITY,  
CONVERSATION &  
CONNECTION  
GATHERINGS

OUR DREAMS  
DESERVE UNFETTERED  
EXPLORATION

WE WILL  
INTENTIONALLY  
SOURCE FROM  
WOMEN OF COLOR/  
WOMEN-OWNED  
BUSINESSES



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Our  
ambition  
*isn't cuthroat,*  
it is  
**COLLECTIVE**



We will design and invest in prototypes, pilots, and social experiments that keep us cutting-edge and innovative in how we lead, love, and serve as a community and movement

Provide financial support for Rockstars at every age and stage to join this movement

# SEED & SOW

*/sēd/ noun*  
unit of reproduction, capable of developing into another such

*/sō/ verb*  
to set something in motion : begin an enterprise

Reinforce our paid Unstoppable Squad Apprenticeship 6-12th grade girls



THE  
ROCKSTAR  
WOMAN  
MOVEMENT  
BELONGS TO  
ALL OF US  
THIS IS OUR  
COMMUNITY



TOGETHER,  
WE HAVE  
MORE THAN  
ENOUGH TO  
FUND,  
SUSTAIN, &  
ADVANCE  
THIS  
MOVEMENT

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/ə'træk(t)/  
*verb*

cause to come to a place or participate in a venture by offering something of interest, favorable conditions, or opportunities

# AT TRACT



**MULTI-YEAR  
INVESTMENT  
FROM  
UNDERWRITERS,  
SPONSORS, &  
IMPACT  
PARTNERS WHO  
SEEK TO  
CONTRIBUTE &  
CONNECT, NOT  
CONTROL**

# GET INVOLVED



**PARDON  
OUR DUST**



**PARTICIPATE IN  
OUR DUST!**

## ATTEND

WE'RE TURNING 5!  
★  
2023

# ROCKSTAR WOMAN BRUNCH

Save the Date: 9.24.23




**FOLLOW US ON:**  @ROCKSTARWOMANMOVEMENT

## NEW WEBSITE LOADING!

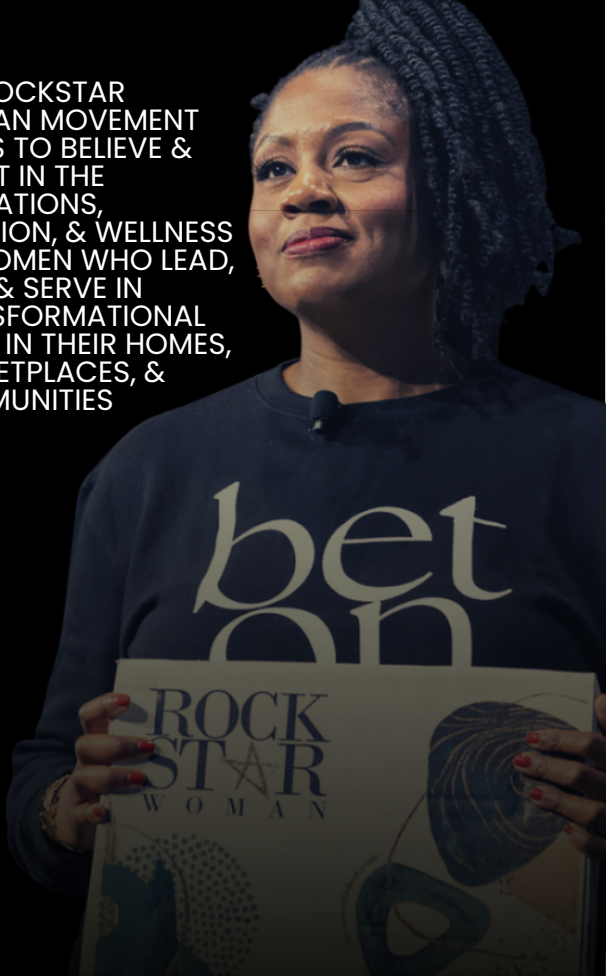
**ROCKSTAR-WOMAN.COM**  
COMING SPRING 2023

*We're building something!*  
**ROCKSTAR  
WOMAN**  
SHANNONCOHER.COM

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THE ROCKSTAR  
WOMAN MOVEMENT  
EXISTS TO BELIEVE &  
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ASPIRATIONS,  
AMBITION, & WELLNESS  
OF WOMEN WHO LEAD,  
LOVE & SERVE IN  
TRANSFORMATIONAL  
WAYS IN THEIR HOMES,  
MARKETPLACES, &  
COMMUNITIES





# ROCKSTAR WOMAN™

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