



# ROCKSTAR WOMAN™

Investing in her aspirations, ambition, and wellness.



**BECOME A MEMBER OF THE ROCKSTAR COMMUNITY**

 [rockstar-woman.com](http://rockstar-woman.com)

# You masterfully *slay* even when you're not okay.

*You deserve support,  
healing, and growth in  
every aspect of your life.*

## TABLE OF CONTENTS

[Membership Details](#)

[Become a Sponsor](#)

[Rockstar Benefits](#)

### ***Dear Rockstar,***

I think about what you carry - at home, at work, and within your community.

### ***I am in awe of your contribution.***

The fruit of your creativity and commitment inspires and transforms.

### ***I also see your humanity.***

Your leadership carries unspoken cost and invisible price tags.

### ***In this community, we won't just lead well...we will be well - personally + professionally [from the inside-out].***

We've taken the wins, data, and learning amassed from five years of placemaking for Rockstars like you and transformed it into a formal membership model.

Membership is our newest offering that enables you to leverage the essential support, tools, and resources of our community year round!

XO,  
***Shan***

# The Rockstar Woman Membership

\$450/year

Embark on a journey of growth and empowerment through membership, enjoying access to \*member-only events, plus an exclusive member rate for the uplifting Annual Rockstar Woman Brunch.

## Open Enrollment

September 24 - December 24th

\* Member-only events = 2024 Speaker Series - \$60/session

[Become a Member](#)

## Membership Benefits



### Speaker Sessions

#### Strategy

Thought partnership and the cross-pollination of learning and strategy with highly-skilled, high achieving women.



### Membership Directory

#### Community

Directory of influential and like-minded Rockstar Women.



### Vision Field Trips

#### Inspiration

Immersive, guided opportunities for personal and professional exploration, discovery, and growth!



### Rockstar Woman Brunch

#### Connection

A curated annual celebration of Rockstar leaders like you.

#### Member Rate



### Gifts

#### Enrichment

Empowering products for Rockstars to find inspiration, affirmations, and strategies daily.



### Business Visibility

#### Growth

Discover the power of a circular economy firsthand as you amplify your B2B growth.



# Bet on

We are not just an event;  
we are a movement—

A movement that is revolutionizing approaches to investing in the aspirations, ambition, and wellness of women who lead.

Let us reshape the landscape and create a future where she is fully supported in reaching her dreams and living a life of abundance.

# Her

“I so appreciate that you create a space for women that recognizes the female fatigue but also the fantastic female and all that she can accomplish.”

*Bet On Her. Believe In Her. Invest In Her.*

## Employer Opportunities

Invest in the women leading transformation and performance within your organization.

### ★ PROFESSIONAL DEVELOPMENT

Allocate professional development dollars to underwrite the cost of membership for your Rockstars!

*Why Invest?*

## Employer Benefits

An investment in her is an investment into everything and everyone connected to her!

### ★ BENEFITS

- Position her to make connections that spark growth and success
- Connect your company to a rapidly growing network of high performing professionals
- Build your reputation and gain business exposure with access to this global affinity network
- Full access to a bimonthly speaker series with content designed to hone her skills and expand her network
- Provision of innovative bi-monthly wellness gifts



“Your employees are your company’s real competitive advantage. Invest in their development, and you’ll be investing in the success of your business.”

H. MACKAY

[Contact Us!](#)

[Sponsorship FAQs](#)

# Our dreams deserve unfettered *exploration.*

*We are a membership community that is committed,  
connected, and collaborative.*



## **2024 SPEAKER SERIES**

---



**JANUARY**

*CEO, Hooky Wellness +  
Anti-Burnout Expert*

**Erayna Sargent**



**MAY**

*Author,  
Design for Belonging*

**Kim Dabbs**



**MARCH**

*World Champion, Olympic Gold  
Medalist, Saysh Founder*

**Allyson Felix**



**JULY**

*Executive Coaching and  
Mentorship Expo*

**Connect +  
Explore**



# BIRTH OF A MOVEMENT

## From Napkin to ———● Disrupting the Market Noteworthy

On the back of a napkin, I mapped my vision. I created on paper how I would disrupt the market and curate an experience for women who lead, love, and serve in transformational ways that would be authentic, fun, and life-changing! What I envisioned did not exist in the market, so I created it. The vision that began on a napkin launched in 2019 and is known as the **Rockstar Woman™ Brunch**.

### Bet On Her. Believe In Her. Invest In Her.

Rockstar women who lead, love, and serve in transformational ways are EXHAUSTED and yet can masterfully “slay” even when they are personally, not okay. Even prior to the Covid-19 pandemic, women leaders have been tasked to function as pivot masters, architects of healing, innovators under pressure, and creators in chaos. The explicit and implicit physical and emotional labor required of women is intense.

To adapt, women leaders often feel pressure to emotionally tuck their own invisible and visible realities in order to satisfy the needs of the myriad stakeholders attached to their personal, professional, and civic life and leadership. **The Rockstar Woman Movement was created to change these realities!**



Our passion is serving women like you.  
We provide head and heart solutions to invest in  
your aspirations, ambitions, and wellness.

[Read More About Rockstar Woman](#)



*We recognize the incredible resilience  
and power within you.*

**As a leader, you are tasked  
with being a pivot master,  
innovator, and creator.**

Don't bear the weight of leadership alone. Join a community  
that is committed to your growth and well-being.  
Become a member today!






ROCKSTAR  WOMAN™

As a Rockstar Woman,  
*you lead, love, and serve*  
in transformational ways,  
even when exhausted.

Let us support you  
on your journey.



ROCKSTAR WOMAN MEMBERSHIP

 [rockstar-woman.com](https://rockstar-woman.com)



## Inquiries

**JENNIFER SMITH**  
[Jennifer@shannoncohen.com](mailto:Jennifer@shannoncohen.com)

## Sponsorship

**SHANNON COHEN**  
[Shannon@shannoncohen.com](mailto:Shannon@shannoncohen.com)

## Membership

**SCI MEMBERSHIP TEAM**  
[Info@shannoncohen.com](mailto:Info@shannoncohen.com)