

The  
*Serenity*  
EXPERIENCE  
FOR WOMEN IN MIDLIFE

WELL  
WORTHY  
WEALTHY

SEPTEMBER 20-21, 2024

THE PEARL MODERN SPA & BOUTIQUE  
AND THE MERRIWEATHER LAKEHOUSE HOTEL







WHERE *Women in Midlife*  
CAN BE REFRESHED AND HAVE THEIR  
*Passion and Purpose Reignited*  
SO THAT THEY CAN CONTINUE TO MAKE  
INVALUABLE IMPACT IN THE WORLD.



# ***What is the Serenity Experience?***

The Serenity Experience is a transformative gathering uniquely curated and specifically focused on the education and empowerment of black women in midlife. This time period can affect a wide swath of women ages 45-65, with the realization that unique situations can also include women on both ends of the spectrum from 30-44 and 66-70. This can be a tumultuous time causing an intersection of psychological, physiological and spiritual confusion and distress. Midlife itself can bring emotional upheaval with possible changes in career, finances, and family dynamics, such as marital instability/divorce, sudden or chronic illness, caregiving responsibilities, etc. All while experiencing perimenopause, menopause or post-menopausal symptoms and crises. These symptoms can be debilitating and disruptive to their quality of life, to include the ability to perform in the workplace.

If that were not enough, research bears out the fact that black women endure these symptoms more severely and for a longer period of time. There is no definitive reason as to why, but some speculate that it is due to “racial weathering.” The condition that black women live with a consistently higher level of stress due to prolonged exposure to racialized oppression and aggression that weakens the immune system, and makes them more susceptible to chronic illnesses that can make experiencing symptoms of perimenopause and menopause more precarious and even life threatening.

To add insult to injury, the racial and gender inequities in the health care system and lack of access to quality, affordable healthcare can be a recipe for an unhealthy lifestyle and shortened lifespan. Not just a lack of access, but physicians who have not been educated about perimenopause and menopause and the effect on a woman’s overall health. Many women suffer in silence and don’t seek medical help for symptoms that may be negatively affecting her quality of life and even her job performance.





# *Mission & Vision*

The Serenity Experience seeks to mitigate the aforementioned experiences. By normalizing the conversation around women's reproductive health, in particular the journey from menarche to post-menopause, we provide a safe place for women to learn, heal and become their own best advocate. To restore their confidence and agency.

We create our programming around a three-pronged focus, wellbeing, worthiness and wealth.....Well, Worthy and Wealthy! Well means we cover issues regarding physical wellbeing. Educating the women on best practices in nutrition, exercise, anatomy and body function and aging well. Worthy means that we cover mental, emotional and spiritual wellbeing. Self-awareness, emotional intelligence and trauma informed behavior modification. Wealthy means that self-care also includes financial literacy and empowerment, but not just finances, but in restored joy, peace and healthy living habits and relationships and self-actualization through passions, purpose and pursuits.

Your partnership of this worthwhile endeavor can make all of the difference in the wellbeing of the lives of thousands of women and the generation of girls following. You can participate at the various levels outlined below.



# *The Serenity Experience Experts*



DR. SHARON ALLISON OTTEY • DR. MARCIA LEVI • LASHAWNE HOLLAND • REV. DR. KELLIE V. HAYES



# *Partnership Overview*

BECOMING A PARTNER WITH THE SERENITY EXPERIENCE IS A MUTUAL-VALUE EXCHANGE AND OPPORTUNITY. OFFERING EXPOSURE AND ENGAGEMENT WITH THE RETREAT ATTENDEES, THEIR CIRCLE OF INFLUENCE AND OUR BROADER COMMUNITY.

ONSITE PRESENCE: REGISTRATION ALLOCATION FOR ORGANIZATION LEADERSHIP AND/OR STAFF

SOCIAL AMPLIFICATION: DEDICATED SOCIAL POSTS CELEBRATING BRAND PARTNERSHIP

BRAND INTEGRATION: INCLUSION OF BRAND ASSETS IN RETREAT MATERIAL AND GRAPHIC DISPLAYS

PLATFORM RECOGNITION: RECOGNITION BY DR. KELLIE HAYES AND A SPEAKING OPPORTUNITY AT SELECT PARTNERSHIP LEVELS.



# *Partnership & Sponsorship Opportunity Guide*

# CORPORATE PARTNERSHIP | \$5,000 and up

## Brand Integration:

- Retreat promoted as “The Serenity Experience for Women in Midlife, Presented by (Company Name).”
- Company logo included on all on-site materials and graphics.
- Branded gift included in attendee EduSwag bag (provided by company).

## Registration Allocation:

- 3 Registrations (does not include lodging or travel).

## Social Amplification:

- Instagram and Facebook:
  - 5 dedicated stories on all accounts.
  - Thank you post celebrating your corporation/company's partnership post event.
  - 20 min. FB or IG live discussing commitment to women's health & wellbeing.
  - Company logos included on all event email communications.

## Platform Recognition:

- 3-minutes of opening remarks during a Serenity Session of your choice.
- Recognition and thank you by Dr. Kellie throughout the event.



# SMALL BUSINESS PARTNERSHIP | \$2,500

## Brand Integration:

- Company logo included on all on-site materials and graphics.
- Branded gift included in attendee EduSwag bag.

## Registration Allocation:

- 2 Registrations (does not include lodging or travel).

## Social Amplification:

- 3 dedicated stories on all social media accounts
- Thank you post celebrating your company's partnership post event.
- Company logo included on all event email communications

## Platform Recognition:

- 1-minute closing remarks following Lunch & Learn or 1 Serenity Session of choice.
- Recognition thank you from Dr. K from the platform.



# NONPROFIT ORGANIZATION SPONSORSHIP | \$1,500

## Brand Integration:

- Company logo included on all on-site event materials and graphics.
- Branded gift included in EduSwag bag. (must be provided by company).

## Registration Allocation:

- 1 Registration (does not include lodging or travel).

## Social Amplification:

- Instagram & Facebook
  - 2 dedicated stories on all accounts
  - Thank you post celebrating your organization's partnership post event.
  - Company logo included on all event email communications

## Stage Recognition:

- Offer 1 min. greeting after closing Serenity Session
- Recognition and thank you by Dr. Kellie from the platform



## INDIVIDUAL SPONSORSHIP | \$500 - \$1,000

- Thank you social media post celebrating your generosity after the event.
- Recognition and thank you by Dr. K from the platform.
- Listing in digital event booklet.

## FAMILY & FRIENDS SUPPORT | \$100 - \$499

- Recognition and thank you by Dr. K from the platform.
- Listing in digital event booklet

## TARGETED SPONSORSHIP\*

Serenity Soiree	\$1,800
Expert Fees	\$1,500
EmpowHER Lunch & Learn	\$ 600
EduSwag (informational/product bags)	\$ 500
Scholarship Registration	\$ 297

\*All targeted sponsorships will receive Social Amplification, logo included on all on-site graphics and email communications, platform recognition, and post event thank you.



# ***How you can support us:***

We are so grateful for your generous support. Your tax-deductible donation will be acknowledged through H & K Global, Inc. Here are the current ways you can support us with more ways coming soon. Please know that any gift amount greater or lesser than the ones listed are welcomed and appreciated. When you give, please add a note to the platform which level you want to support us with and we will contact you to gather further information and to confirm your donation.

**Make out checks to:** Enlightened Woman Enterprises and mail to  
The Serenity Experience P.O. Box 1198 Bowie, Md. 20718

**\$CashApp:** \$EnlightenedWomanEnt

**Zelle:** kvhayes7@gmail.com

**Online:** [www.enlightenedwoman.global/sponsors](http://www.enlightenedwoman.global/sponsors)



A photograph of four women of diverse backgrounds standing outdoors in front of a wooden fence and trees. They are all smiling and looking towards the camera. The woman on the far left is wearing a white t-shirt. The woman next to her is wearing a blue t-shirt. The woman in the center is wearing a red t-shirt and glasses. The woman on the far right is wearing a grey t-shirt. A large, bold, yellow text overlay reading 'THANK YOU' is centered across the middle of the image.

***THANK YOU***