



Sponsorship Opportunities 2026

The Widow Wellness & Connection Experience

By It's Lify

November 13/14, 2026

Location: Presence & Co.



JEN NEWBERG, FOUNDER



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The Widow Wellness & Connection Experience

Sponsor a day of healing, hope, and connection for widows.

At **It's Lify**, we believe grief was never meant to be carried alone.

The **Widow Wellness Experience** is a meaningful gathering created for widows to feel seen, supported, and less alone. This event will bring together keynote speakers, real conversations, and restorative wellness breakout sessions including yoga, Reiki, mediumship, financial wellness, dating and relationship advice and guided healing.



The evening before the main event, VIP guests will gather for an intimate mocktail hour featuring widow, comedian, writer, and speaker Kelley Lynn a powerful night of laughter, honesty, connection, and hope.

The main event will close with The Hope Mic Story Slam, where widows can share 3-minute stories of experience, strength, and hope.

Real talk. Real connection. Real hope.



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Event Overview

At **It's Lify**, we believe grief was never meant to be carried alone.

This experience is designed to help widows exhale.

To step into a room where they do not have to explain their grief.

To meet other women who understand.

To hear from speakers who bring wisdom, honesty, humor, and hope.

To connect with trusted professionals who can help them navigate the emotional, practical, financial, legal, and physical realities of life after loss.

VIP Event: Mocktail Hour with Kelley Lynn the evening before (November 13)

Main Event: Widow Wellness Experience (November 14)

Closing Event: The Hope Mic Story Slam

Hosted by:
It's Lify

Audience:
Widows seeking community, healing, trusted resources, and connection



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WHY THIS EVENT MATTERS?



When someone becomes a widow, everything changes.

The emotional weight.
The financial questions.
The paperwork.
The loneliness.
The decisions.
The identity shift.
The ache of rebuilding a life
you never asked for.



“

Widows need more than sympathy. They need safe spaces, trusted guidance, healing resources, and community.

This event brings those pieces together in one powerful experience.



WHY *SPONSOR*?

Targeted Exposure:

Gain direct access to a highly engaged audience of widows actively seeking trusted products, services, and support designed for this season of life. Showcase your brand to women navigating major emotional, financial, legal, wellness, and practical decisions after loss.

Brand Alignment:

Align your business with a mission rooted in compassion, healing, connection, and community. Show how your products or services can support widows during one of life's most transformative and vulnerable chapters.

Marketing Reach:

Leverage It's Lify's growing community and marketing channels to enhance your brand visibility. Sponsors will be promoted through event materials, email outreach, social media, website placement, and select paid social media ads for Healing and Presenting Sponsors confirmed by July 31.

Thought Leadership:

Position yourself as a trusted expert serving widows and women navigating life after loss. Share your knowledge, build credibility, and deepen trust with an audience looking for guidance, resources, and meaningful connection.

IDEAL *SPONSORS*

This event is especially meaningful for businesses and professionals who support widows through life after loss, including:

- Therapists and grief counselors
- Financial advisors
- Life insurance companies
- Estate attorneys
- Wellness professionals - Reiki practitioners, Yoga and meditation instructors, Mediums, tarot readers, and intuitive healers
- Coaches and authors
- Self-care, beauty, and wellness brands
- Retreat centers and healing spaces
- Funeral, legacy, and end-of-life planning professionals
- Home organizers, real estate professionals, and practical life-support services



Sponsorship *Levels*

Presenting Sponsor — \$7,500

For a leading brand that wants to stand at the heart of the Widow Wellness Experience.

Includes:

- "Presented by" recognition on event materials
- You or brand representative will have the stage to themselves (5-7 min)
- Someone from your company will present at a breakout session
- Premium sponsor table
- Top-tier logo placement across signage, webpage, emails, and printed materials
- Featured email spotlight (700 recipeints)
- 2-3 social media spotlights
- Branded gift or insert in attendee bags
- 3 complimentary event tickets
- Included in paid social media ads promoting the event if confirmed by July 31

Healing Sponsor — \$3,500

5 → 4 SLOTS LEFT

For sponsors who want a stronger presence and deeper alignment with the event experience.

Includes all Community and Connection Sponsor benefits, PLUS:

- Premium sponsor table placement
- Premium logo placement
- Recognition from stage
- Featured email spotlight (700 recipeints)
- 2 complimentary event tickets

Connection Sponsor- \$2,500

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For brands that want meaningful visibility and direct connection with attendees.

Includes all Community Sponsor benefits, plus:

- Sponsor table placement
- Featured social media spotlight
- Logo on event webpage
- Logo on all event materials
- Branded gift or insert in attendee bags
- 1 complimentary event tickets

Community Supporter - \$1,000

5 → 4 SLOTS LEFT

For businesses that want to support widows and be part of the It's Lifey mission.

Includes:

- Logo on event webpage
- Logo included all event materials
- Branded gift or insert in attendee bags
- Social shout out
- 1 complimentary event ticket



Speciality Sponsorships

VIP Mocktail Hour Sponsor - \$1,500

ONLY 1 AVAILABLE



Featuring Kelley Lynn | Evening Before the Main Event

The night before the main Widow Wellness Experience, VIP guests will gather for a special mocktail hour featuring widow, comedian, writer, and speaker Kelley Lynn. This intimate evening will bring together laughter, honesty, connection, and real conversation about life after loss.

Includes:

- Exclusive recognition as VIP Mocktail Hour Sponsor
- Signage at the VIP evening event
- Logo on all event materials
- Logo on event webpage
- 5-minute welcome remarks
- Sponsor table at VIP event
- 4 VIP tickets
- Social media spotlight
- Recognition during the main event the following day
- Branded gift or insert in attendee bags

About Kelley Lynn

became a leading voice in grief support. Her TEDx talk, "When Someone You Love Dies, There is No Such Thing as Moving On," has reached millions, and her book, *My Husband Is Not a Rainbow*, shares an honest and often humorous perspective on grief, love, and rebuilding life after loss.



The Hope Mic Story Slam Sponsor - \$1,500



Closing Event | Stories of Experience, Strength & Hope

The Widow Wellness Experience will close with The Hope Mic Story Slam — an open invitation for widows to share their stories in a supportive, judgment-free space. Each speaker will have 3 minutes to share a piece of their experience, strength, and hope — whether it's a moment of grief, love, humor, survival, rebuilding, or what life after loss has taught them.

Includes:

- Exclusive recognition as The Hope Mic Story Slam Sponsor
- Special signage at the closing event
- Logo on event materials
- 5-minute welcome remarks before the Story Slam
- 2 complimentary event tickets
- Social media spotlight
- Branded gift or insert in attendee bags
- Logo on event webpage

SOLD OUT



Hospitality & Community *Support*



Lunch Sponsor - \$1,000

ONLY 1 AVAILABLE

For businesses that want to support widows and be part of the It's Lify mission. Catering by Liora's Catering

Includes:

- Logo on event webpage
- Logo included in event materials
- Branded gift or insert in attendee bags
- Social media thank-you mention
- 1 complimentary event ticket
- Inclusion in gift bag

Coffee & Connection Sponsor - \$550

ONLY 1 AVAILABLE

Help widows begin the day feeling welcomed, grounded, and cared for.

Includes:

- Recognition as Coffee & Connection Sponsor
- Signage at coffee station
- Social media thank-you mention
- Logo on event materials
- Inclusion in gift bag

Widow Scholarship Sponsor - \$250+

Help make this experience accessible to widows who need financial support. Scholarship sponsors help remove barriers so more women can access connection, healing, and community.

Includes:

- Recognition as Scholarship Sponsor
- Option to sponsor one or multiple widows
- Social media thank-you mention



Sample Event *Flow*

VIP Evening Event | Mocktail Hour with Kelley Lynn

- Welcome and connection
- Mocktails and light bites
- Conversation with Kelley Lynn
- Laughter, honesty, and hope
- Time for VIPs to connect

Main Widow Wellness Experience | Morning Welcome

- Arrival, coffee, and connection
- Welcome from It's LifeY
- Grounding moment / candle lighting
- Opening keynote

Mid-Morning Breakout Sessions

Widows will choose from healing and wellness-centered sessions such as:

- Yoga
- Reiki
- Financial Wellness
- Other healing modalities
- Meditation
- Grief Support Conversations
- Dating/Relationships

Lunch & Connection

- Shared lunch
- Sponsor/resource table visits
- Time for widows to connect in a relaxed, supportive setting

Afternoon Program

- Afternoon keynote
- Additional wellness breakout sessions
- Guided reflection or community conversation

Closing Event | The Hope Mic Story Slam Stories of Experience, Strength & Hope

- The day will close with The Hope Mic Story Slam, where widows are invited to share three minutes of their story in a supportive, judgment-free space. Together, we'll celebrate the healing power of connection, courage, and shared experiences.



*Ready to Stand Beside **Widows?***



Your sponsorship is more than brand visibility.

It is a way to help widows feel less alone.

It is a way to connect them with resources they may not know they need.

It is a way to bring healing, guidance, and hope into a room full of women rebuilding their lives.

*At **It's Lify**, we imagine a world where **no widow grieves alone.***

We hope you'll join us.

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Real talk. Real connection. Real hope.

