

2027 WORKSHOP SERIES



Healing hearts. Strengthening marriages. Building legacy.

SPONSORSHIP PACKET

Presented by Holman Family Services | Aisha Holman, LPC-S, CEO

www.forbettermarriage.org

ForBetter.info



Aisha D. Holman,
LPC-S

Founder & CEO
Holman Family Services
Creator, For Better Marriage

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"No one ever taught them how to fight fair, forgive well, or truly hear one another. That is the gap For Better Marriage was built to close."

A Letter from Our Founder

Dear Friend and Community Partner,

Every year, thousands of Texas couples walk into a courtroom instead of a counseling room — not because they stopped loving each other, but because **no one ever taught them how to fight fair, forgive well, or truly hear one another.** That is the gap For Better Marriage was built to close.

Our Hope is simple, and it drives everything on the pages that follow. Research consistently shows that structured, skills-based relationship education measurably lowers divorce rates — not only here in Texas, but across the country.

Our hope does not stop at the couple. When both partners learn to communicate with patience, honesty, and respect, they carry those same skills into the next room — to their children. Couples who parent from a stable, connected marriage raise children who are **safer, more secure, and less likely to be touched by abuse, neglect, or the criminal justice system.** Stronger marriages build stronger homes, safer streets, and healthier communities.

The 2027 Workshop Series is fifteen interactive, competition-based experiences designed to make communication fun instead of clinical. Married couples, engaged couples, and common-law couples will compete, laugh, and grow — side by side — while building the exact skills the research says matter most.

Your sponsorship makes this work possible. Every dollar directly funds a workshop, a service, a facility rental, or a scholarship seat for a couple who could not otherwise attend. Thank you for considering a partnership that changes marriages, protects children, and strengthens our community for generations to come.

With gratitude,

Aisha D. Holman

Aisha D. Holman, LPC-S — Founder & CEO, Holman Family Services | Creator, For Better Marriage

Credentials & Distinctions

- Licensed Professional Counselor–Supervisor, Texas #68715
- 15+ years clinical experience
- Expert Witness, Texas Family Court
- Founder & CEO, Holman Family Services
- President, Holman Helps (nonprofit)
- Adjunct Faculty / Clinical Field Supervisor:
 - The King's University
 - Dallas County Community College
 - Amberton University
 - University of North Texas
- Patriotic Employer Award — Office of the Secretary of Defense
- Author: "A Marriage of Violence & Love — Through Her Daughter's Eyes"

B.A. English, University of Illinois
M.A. Education, Morgan State University
M.A. Clinical Counseling, Dallas Theological Seminary

LEADERSHIP

Aisha Holman, LPC-S

FOUNDER, CEO & CLINICIAN

Aisha D. Holman is a Licensed Professional Counselor–Supervisor with more than 15 years of clinical experience and recognized authority to supervise and mentor Clinical Counseling Associates in the State of Texas. She is a recognized Expert Witness in Texas Family Court and the Founder & CEO of Holman Family Services, a trauma-informed, faith-integrated counseling practice with two Texas clinic locations.

She is also President of Holman Helps, a nonprofit providing mental-health scholarships to uninsured and under-resourced families, and has served as Adjunct Faculty and Clinical Field Supervisor for several Texas universities — including The King's University, Dallas County Community College District, Amberton University, and the University of North Texas.

"Play changes the chemistry. Friendly competition lowers defenses, raises energy, and gives couples a low-stakes arena to practice high-stakes skills before they need them in a real conflict at home."

Aisha was honored with the Patriotic Employer Award from the Office of the Secretary of Defense for her support of military families. She is the author of *A Marriage of Violence & Love — Through Her Daughter's Eyes* and holds degrees from the University of Illinois, Morgan State University, and Dallas Theological Seminary.

For Better Marriage is her answer to a crisis hiding in plain sight — and a direct expression of her belief that **every couple deserves the skills to build the marriage they were always meant to have.**

The Crisis: Divorce Is Breaking Texas

Behind every statistic is a family. A child. A home. A community.

**70,000–
72,000**

Divorce filings in Texas in 2024
(up 3.7% year over year)

40%

of first marriages end in divorce
nationally

\$30,000+

Average cost of a divorce in Texas

45%

Drop in Texas marriage rate since 1990

54%

Texas children raised by married
biological parents

8.2 yrs

Average length of a Texas marriage
before divorce

Second marriages fail at 60–67%. Third marriages: 73%.

The average Texas marriage lasts just 8.2 years.

Behind every statistic is a family. A child. A home. A community. When marriages break, the damage radiates outward for generations — costing counties in child services, courts, and healthcare. But here is what the research also tells us: **this crisis is preventable.** Structured, skills-based relationship education measurably lowers divorce rates. The tools exist. The only missing ingredient is the will — and the investment — to deploy them at scale.

EVIDENCE-BASED

The Research Is Clear — Skills Save Marriages

⅓ the Divorce Rate

Couples who completed the PREP for Strong Bonds communication program divorced at roughly **one-third the rate** of untrained couples: 2.03% vs. 6.20% within the first year. Among minority couples, the gap widened further at the two-year mark: 3.8% vs. 15.7%.

31% Reduction in Divorce

Researcher Scott Stanley found that **any premarital education reduces the likelihood of divorce by 31%** — and a landmark Urban Institute meta-analysis of 39 separate studies confirmed strong, consistent effects on relationship satisfaction and communication skill.

95% Improved Communication

The PAIRS Essentials program — just **nine hours of skills training** — produced improved communication in 95% of participants, with 77% of couples who entered at high risk showing sustained improvement at six months.

49% Drop in Statewide Divorce

The Oklahoma Marriage Initiative enrolled **100,000+ residents in 12+ hours of relationship education**. The statewide divorce rate fell from 8.0 to 4.1 per 1,000 — a 49% decline — between 1990 and 2017.

"How couples talk to each other can predict divorce with 90–94% accuracy. Communication is the single most powerful factor in marriage survival."

— DR. JOHN GOTTMAN, THE GOTTMAN INSTITUTE

The For Better Marriage 2027 Workshop Series is built on exactly this research — 9 to 20 hours of skills-based, facilitator-led training proven to produce the strongest and most durable results.

One Couple. One Investment. A Whole Community Changed.

The ripple effect of a stronger marriage reaches far beyond the bedroom.



Safer Homes for Children

6.8 vs. 57.2 per 1,000

Children in married-parent homes experience the **lowest maltreatment rate** of any family structure — 6.8 per 1,000. Children outside married-parent homes: up to 57.2 per 1,000 — **8x higher**, including 10x the abuse rate. When you invest in a marriage, you protect a child.

In 2024 alone, U.S. child protective services received 4.365 million referrals — underscoring how much is at stake in every household a stronger marriage protects.



Safer Streets, Stronger Communities

48% higher crime. 255% higher homicides.

Cities with high single-parent rates experience **48% higher total crime, 118% higher violent crime, and 255% higher homicide rates**. Marriage reduces an individual's odds of criminal offending by 35%. Adolescents with absent fathers are 16–38% more likely to engage in criminal behavior.

A strong marriage is a public safety investment.



Greater Financial Stability

\$316,000 vs. \$74,000 median net worth

Federal Reserve data shows married households carry a **median net worth of \$316,000 vs. \$74,000** for single adults — a 4x gap. 71% of married adults own their homes vs. 21% of unmarried adults. Married couples make up 62% of all home buyers.

Your sponsorship strengthens families AND the local economy.

"The strongest communities are built not in city halls or courthouses, but around kitchen tables — in the quiet moments when a couple chooses to stay."

THE 2027 SERIES

Fifteen Workshops. One Transformative Year.

Each workshop is a research-backed, clinician-designed experience that makes communication skills fun, memorable, and immediately usable — built around play, competition, and real connection.

1 Romance 101: A Gentleman's Guide to Expressing Love Well

Practical love languages and confident, intentional affection

2 I Like Me: The Art of Increasing Self-Esteem Through Sensual Dance

Body positivity as a foundation for playful intimacy

3 Can You Break Through the Wall?

Breaking the emotional walls couples build during conflict

4 Build Your House

Planning, problem-solving, and building a shared future

5 Healthy Touch: The Art of Giving Massage

Safe nonsexual touch that restores trust and physical connection

6 Sexual Health Screening: Talk with a Medical Professional

Confidential consultations for sexual health and open dialogue

7 Can I Trust You?

Guided vulnerability and trust-building challenges

8 Forgiveness: It's Not for the Weak

Releasing resentment and rebuilding emotional safety

9 Fight Fair

Rules of engagement for healthy, respectful conflict resolution

10 Fire and Ice: How Sensual Is Your Marriage?

Playfulness and chemistry within the safety of marriage

11 Love Letter

Relearning the art of simple, sincere expression

12 Linked & Lit

Music-driven obstacle challenge revealing how couples move together

13 Getty-Up Cowboy: Speaking Life into Your Man

Encouragement, affirmation, and respect as intimacy builders

14 He Said, She Said: Cracking the Code of Communication

Understanding differences with humor and insight

15 Strength & Seduction

Sensual strength-building exercises for trust, unity, and body confidence

PARTNERSHIP

Why Partner with For Better Marriage?

YOU IMPACT LIVES

Every dollar you invest directly funds a workshop, a venue, or a scholarship seat for a couple who could not otherwise attend. Your brand becomes synonymous with healing, hope, and stronger Texas families.

YOU REACH YOUR COMMUNITY

Our attendees are married couples, engaged couples, and families — exactly the community leaders, professionals, and consumers who make purchasing decisions. A sponsorship puts your brand in front of an engaged, loyal audience.

YOU BUILD YOUR LEGACY

Legacy Series Sponsors receive premier co-branding across all 15 workshops, press features, speaking opportunities, and a permanent footprint in a mission that changes lives for generations.

"This is not a donation. This is an investment in the strongest social infrastructure Texas has: the family."

WHAT YOUR SPONSORSHIP FUNDS

\$200

= 1 couple receives a full scholarship to attend a workshop

\$500

= Childcare covered so a couple can attend who otherwise couldn't

\$1,200

= Full venue rental for 1 complete workshop event

\$2,500

= Full Platinum Workshop Sponsorship with exclusive naming rights

\$15,000

= Presenting Sponsor of the entire 15-workshop 2027 series

SPONSORSHIP LEVELS

Choose Your Level of Impact

Legacy Series Sponsor \$15,000

1 Exclusive

"The most powerful statement a brand can make for Texas families"

- ✓ Exclusive presenting sponsor naming rights for the entire 2027 series
- ✓ Speaking opportunity at kickoff and closing events
- ✓ Dedicated press release and social media feature campaign
- ✓ Logo on ALL marketing, signage, and all 15 workshop programs
- ✓ VIP recognition at every workshop
- ✓ Promotional items in swag bags

Platinum Workshop Sponsor \$2,500

15 Available

"Put your name on the experience couples will never forget"

- ✓ Exclusive sponsor of one named workshop
- ✓ Verbal recognition from the podium
- ✓ Social media spotlight feature
- ✓ Logo on event signage and printed program
- ✓ Company table or materials at the event

Gold Facility Sponsor \$1,200

15 Available

"Your investment opens the doors — literally"

- ✓ Covers venue rental for one workshop
- ✓ Recognition in opening remarks
- ✓ Logo on venue signage and program
- ✓ Listed as facility partner online

Silver Community Sponsor \$500

Unlimited

"Stand with us — and be seen by every couple we serve"

- ✓ Logo on shared sponsor board across all 15 workshops
- ✓ Listing in printed program
- ✓ Social media thank-you feature

Scholarship Sponsor \$200

Per Couple

"Give a couple the gift of a stronger marriage"

- ✓ Funds full registration for one couple in need
- ✓ The most personal investment of all
- ✓ Named recognition in program as Scholarship Partner

WORKSHOP SERVICES

Sponsor the Experience — Not Just the Event

Beyond workshop tiers, you can sponsor the specific elements that make each event extraordinary. Each service sponsorship carries exclusive naming rights, logo placement, and podium recognition — putting your brand at the heart of the experience.

SERVICE	FULL INVESTMENT	PARTIAL INVESTMENT
Breakfast & Brunch	\$1,000	\$500
Music & Entertainment	\$4,500	\$2,250
Ambiance & Décor	\$1,500	\$750
Swag Bags	\$2,500	\$1,750
Liability Insurance	\$2,500	\$1,750
Legacy Child Care (all children)	\$500	—
Child Care Sponsor (per couple, 2 children)	\$20	—

Contact us to customize a package. We welcome in-kind contributions and creative partnerships in any form that serves the mission.

Volunteer / Sweat Equity

We welcome clinical volunteers — LPC-Associates, LMFT Associates, LSWs, and Clinical Practicum Students may earn **indirect and direct clinical hours** for hours served. High school students may earn **community service hours**. If your organization can donate time, talent, or professional services, we want to hear from you.

YES — I Want to Invest in Stronger Marriages

Complete this form and return it to Holman Family Services to confirm your sponsorship.

SPONSOR INFORMATION

COMPANY / INDIVIDUAL NAME

CONTACT NAME

EMAIL

PHONE

MAILING ADDRESS

PAYMENT METHOD

- ☐ **Check** — payable to Holman Family Services
Mail to: 3636 N. MacArthur Blvd #160, Irving, Texas 75062
- ☐ **Credit Card** — square.link/u/XrOpYsoa
- ☐ **Cash App** — \$HFSCounseling
- ☐ **Zelle** — 972-375-1200 (Holman Family Services)

AUTHORIZATION

AUTHORIZED SIGNATURE

PRINTED NAME & TITLE

DATE

SPONSORSHIP SELECTION

- ☐ **Legacy Series Sponsor** — \$15,000
- ☐ **Platinum Workshop Sponsor** — \$2,500 Workshop # _____
- ☐ **Gold Facility Sponsor** — \$1,200 Workshop # _____
- ☐ **Silver Community Sponsor** — \$500
- ☐ **Scholarship Sponsor** — \$200 # of couples _____

WORKSHOP SERVICES

- ☐ Brunch Sponsorship: \$ _____
- ☐ Music & Entertainment: \$ _____
- ☐ Ambiance & Décor: \$ _____
- ☐ Swag Bags: \$ _____
- ☐ Liability Insurance: \$ _____
- ☐ Legacy Child Care: \$500
- ☐ Child Care per Couple (2 children): \$20
- ☐ Other / In-Kind Contribution: _____

**TOTAL SPONSORSHIP
AMOUNT:** _____

QUESTIONS? CONTACT US

 3636 North MacArthur Blvd, Suite 160, Irving, TX 75062

 972-375-1200 | 972-375-8899

 ForBetter.info | HolmanFamilyServices.com

Please return completed form to Holman Family Services, 3636 North MacArthur Boulevard, Suite 160, Irving, Texas 75062 | Call 972-375-1200 or 972-375-8899 | Thank you for investing in stronger marriages and safer families.

For Better Marriage

Together, We Can Change Texas — One Marriage at a Time.

Your investment in the For Better Marriage 2027 Workshop Series doesn't just help a couple communicate better. It protects children. It builds wealth. It strengthens communities. It saves lives.

We are grateful for partners who see the long game — who understand that the strongest communities are built not in city halls or courthouses, but around kitchen tables, in bedrooms, and in the quiet moments when a husband and wife choose to stay and fight for their love instead of walk away from it.

Thank you for being that partner.

www.forbettermarriage.org



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