

The background of the slide is a soft, painterly illustration of a mountain landscape. In the foreground, a wooden cabin with a gabled roof and a porch is nestled among green trees. A winding path leads from the bottom center towards the cabin. The middle ground is filled with dense evergreen forests. In the background, several layers of misty, blue-toned mountains rise against a pale, hazy sky, creating a sense of depth and tranquility. The overall color palette is muted, with greens, blues, and earthy browns.

Soft Pants Big Dreams Retreat Sponsorship Proposal

Making Transformation Accessible

Soft Pants Big Dreams is a sanctuary for the brave and the burnt-out, creating intimate wellness retreats in the beautiful Blue Ridge Mountains. We're seeking mission-aligned sponsors to help make these life-changing experiences accessible to women who face financial barriers.

The Opportunity & About the Retreat

The Opportunity

Your sponsorship directly funds scholarships for women who are ready for transformation but face financial constraints. Every dollar goes directly toward making this experience accessible to women who've been giving to everyone else and finally deserve to receive. We're making the opportunity accessible to organizations as well by offering this sponsor proposal at a discounted rate. **Estimated total value is \$4,450 per attendee.**

About the Retreat

Soft Pants, Big Dreams Retreat

October 29 - November 2, 2025

Pathways Retreat Center - Blue Ridge Mountains

This is a 5-day transformational retreat where we trade survival masks for stretchy waistbands and real talk. Designed for women who've given too much for too long and are ready to come home to themselves, this isn't just another hustle - it's a healing retreat focused on rejuvenation and restoration.

We gather in soft pants within a big-hearted community to remember we're not alone. Together, we explore what lights us up and reclaim our joy.

The Experience Includes:

Wellness & Healing Activities:

- Private Reiki sessions
- Powerful group breathwork
- Sound healing
- Nervous system education
- Daily grounding practices
- Guided meditation
- Nearly \$700 worth of personalized wellness experiences per guest

Coaching & Workshops:

- Private and group coaching sessions
- Powerful workshops on resilience, empowerment, and transformation
- Body language and communication work
- Nearly \$750 of coaching value per guest

30-Day Post-Retreat Integration Program:

- 4 weekly virtual sessions with your retreat group
- Guided support as you integrate back into the world
- Accountability and connection as you apply what you learned
- Decompress and reset with women who understand your journey
- Program value at nearly \$1800, all included with the retreat

Accommodation:

- Rustic retreat with luxury touches in the Blue Ridge Mountains
- All meals and snacks included
- Shared and private room options
- Nearly \$1,200 value

Retreat Details:

- Small, intimate cohort of 7 women
- Led by experienced facilitators and coaches from The TiMa Group and a wellness practitioner certified in Reiki, Somatic Breathwork and guided meditation
- Focus on women who've survived hostile work environments, toxicity, and burnout
- A space for women dreamers who've forgotten how to rest and take up space

2026 Vision:

- Multiple in-person retreats throughout the year
- Virtual retreat offerings to reach a wider audience
- Growing community of women supporting each other's dreams

Sponsorship Tiers



Dream Maker Sponsor - \$6,000+

Impact: Funds 2 full scholarship attendees.

Recognition:

- Premier sponsor recognition on softpantsbigdreams.com homepage
- Featured sponsor post on social media (Instagram & other platforms)
- Logo placement in all retreat promotional materials
- Inclusion in pre-retreat and post-retreat email campaigns
- Two detailed testimonials/stories from scholarship recipients
- 25% off retreat pass for a retreat in 2026 (if applicable to your business)
- First right of refusal for 2026 retreat sponsorships



Full Scholarship Sponsor - \$2,500 (normally \$3,000)

Impact: Funds 1 complete shared room scholarship

Recognition:

- Sponsor recognition on softpantsbigdreams.com
- Social media mention and thank you post
- Logo in retreat welcome materials
- Story/testimonial from scholarship recipient
- Inclusion in post-retreat impact email



Partial Scholarship Sponsor - \$1,500

Impact: Funds 1 partial scholarship (covers half of private room cost)

Recognition:

- Recognition on website sponsors page
- Social media thank you
- Name/logo in retreat program
- Thank you note from scholarship recipient

Why Sponsor Soft Pants Big Dreams?

Aligned Values:

Partner with a mission-driven organization focused on women's wellness, healing from burnout and toxicity, and authentic empowerment.

Measurable Impact & ROI:

Your sponsorship creates a powerful story that resonates with your target audience. You'll receive:

- **Authentic content** proving your values through action - case studies, testimonials, and transformation stories you can use across your marketing channels for months
- **Direct audience access** - visibility to retreat participants who are your ideal clients: women invested in wellness, personal growth, and transformation
- **Extended reach** - exposure during 5 retreat days plus 4 weekly integration sessions (9+ touchpoints with 7 highly engaged women)
- **Brand alignment** - association with life-changing transformation at the exact moment women are most receptive and grateful
- **Community connection** - access to our growing network of wellness-focused women as we expand in 2026
- **Marketing efficiency** - ready-made content package eliminating hours of content creation for your team

Beyond marketing value, you're funding a complete transformation: \$700 in healing modalities, \$750 in coaching, 5 days of accommodation and meals, and 30 days of integration support. But the real ROI? Being known as the brand that made someone's breakthrough possible.

Your Brand Throughout the Experience:

- Dedicated "Sponsored By" page on softpantsbigdreams.com
- Logo on welcome gifts (if committed by October 15)
- Branded item placed in each participant's room
- Verbal recognition during meals, excursions, and healing modalities: "A big thanks to [Your Business] for making it possible for us to provide these experiences in an accessible way"
- Acknowledgment during opening and closing circles
- Recognition in our 4 weekly virtual integration sessions as scholarship recipients continue their journey

Authentic Connection:

In a world of performative wellness, we're creating genuine space for transformation. Your brand will directly engage with your ideal client - because they're ours too!

Growing Community:

Be part of the foundation as we grow from 7 women to hundreds through our 2026 expansion.

Investment Details & Next Steps

Investment Details

- **Business expense:** Sponsorships may qualify as a marketing or business expense (sponsors should consult their tax advisor)
- **Payment terms:** Full payment due by October 17, 2025
- **Sponsorship deadline:** October 15, 2025 (to ensure proper recognition in remaining materials)
- **Contract:** Simple one-page agreement will be provided

Scholarship Selection Process

Scholarship recipients are selected through a thoughtful application process focusing on:

- Readiness for transformation and healing
- Commitment to showing up fully
- Financial need
- Alignment with retreat values and community agreements
 - We are a T.R.A.S.H - free (Transphobia.Racism.Ableism.Sexism. Homophobia.) space and attendees will have to sign an agreement that this is aligned with their values.

All scholarship recipients are held to the same standards and receive the identical experience as full-paying participants - including nearly \$1,450 worth of personalized wellness and coaching services, plus 30 days of integration support to help sustain the transformation.

Next Steps

We'd love to discuss how your sponsorship can create meaningful impact while aligning with your brand values.

Contact:

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Let's make transformation accessible together.

Soft Pants Big Dreams is a wellness experience by The TiMa Group. Where transformation in sweatpants is the strategy. We create intimate, transformational experiences for women who've survived burnout and toxicity and are ready to come home to themselves.