

TAKING UP SPACE:
50 Female and Non-Binary
Entrepreneurs Rewriting the
Narrative.
State by State



SHELLY *Lynn* HUGHES



A GROUNDBREAKING INITIATIVE
BRINGING ENTREPRENEURIAL
STORIES TO LIFE

Literally. On a Times Square Billboard!



WHAT IS FIERCE:

The Power 50? And how is it different?

This isn't just another book. This is a FIRST-of-its-kind national celebration that goes WAY beyond digital:

- ONE Entrepreneur from EACH State
- A Premium Coffee Table Book
- Exclusive NYC Celebration Event
- TIMES SQUARE BILLBOARD FEATURE
- Permanent Online Directory

We're not just telling stories. We're creating a movement that takes up space - both digitally AND in the heart of New York City. Where better to take up space, right?

And if you're reading this, we hand-selected you because we want you all over this, and your community to benefit. Be the ONE sponsor representing your state and make an unprecedented impact.

Our Proven Track Record

**WE'RE NOT NEW TO THIS-
WE'RE DOING IT EVEN BETTER**

Founded by serial entrepreneur Shelly Lynn Hughes, who's founded Fresh Mag, Pursuit 365, and now the growing Fierce: The Power 50 movement for entrepreneurs, Shelly has:

- Published 6 Amazon bestselling books
- Created international storytelling platforms
- Featured high-profile participants like Jann Arden
- Built powerful communities that transcend traditional networking



BUT FIERCE: THE POWER 50 IS OUR MOST AMBITIOUS PROJECT YET - BRINGING TOGETHER ENTREPRENEURS FROM ALL 50 STATES FOR THE FIRST TIME WITH A LANDMARK NYC EVENT.

Sponsorship Options

OUR EXCLUSIVE VIP PACKAGE

PRESENTING SPONSOR

\$50,000

BRAND RECOGNITION

- Prominent logo placement on book cover
- Two-page book spread
- Exclusive "Presented By" status across ALL communications

NYC CELEBRATION EXPERIENCE

- 10 VIP tickets to the exclusive NYC celebration
- 10-minute speaking opportunity
- VIP dinner seating

DIGITAL & MEDIA PRESENCE

- Logo featured on Times Square billboard promotional materials
- Premier website positioning
- 12 dedicated social media posts
- 4 features in pursuit 365 newsletter (50K+ subscribers)

BY-REQUEST ADDITIONS

Let us know what additional opportunities would elevate your sponsorship experience. We're open to creating custom benefits that align with your brand's goals.



Sponsorship Options

ELEVATED ENTREPRENEURIAL VISIBILITY

GOLD SPONSOR

\$20,000

BRAND RECOGNITION

- Full-page book ad
- Logo on all promotional materials
- "Gold Sponsor" recognition

NYC CELEBRATION

- 5 VIP event tickets
- 5-minute speaking opportunity
- Reserved dinner seating

DIGITAL PRESENCE

- Website logo placement
- 6 social media posts
- 2 newsletter features

EXCLUSIVE OPPORTUNITY

Host a virtual roundtable with featured entrepreneurs leading up to the NYC event

- Showcase your business and connect with the Fierce community
- Opportunity to share insights and engage with potential partners



Sponsorship Options

COMMUNITY CONNECTION PACKAGE

COMMUNITY PARTNER

\$3,000

BRAND RECOGNITION

- Quarter-page book ad
- Logo on select materials

NYC CELEBRATION

- 2 event tickets
- Program recognition

DIGITAL PRESENCE

- Website logo
- 2 social media mentions
- Newsletter feature



WHICH SPONSORSHIP PACKAGE IS BEST FOR ME?

BENEFITS / DESCRIPTION	PRESENTING SPONSOR	GOLD SPONSOR	COMMUNITY PARTNER
INVESTMENT LEVEL	\$50,000	\$20,000	\$3,000
BRAND RECOGNITION			
Logo on book cover	✓		
BOOK SPREAD ACREAGE	Two-page book spread	Full-page book ad	Quarter-page ad
"Presented By/Sponsor" status	✓	✓	
NYC CELEBRATION EXPERIENCE			
VIP Tickets	10	5	2
Speaking Opportunity	10 minutes	5 minutes	
VIP Dinner Seating	✓	✓	
DIGITAL PRESENCE			
Times Square Billboard Promo	✓		
Premier Website Positioning	✓		
Social Media Posts	12	6	2
Newsletter Features	4	2	1
UNIQUE OPPORTUNITIES			
Virtual Roundtable	✓	✓	
By-Request Custom Benefits	✓	✓	

EXCLUSIVE NOTE:

Each sponsorship level offers unique value. We're committed to creating a partnership that truly amplifies your brand and supports female & non-binary entrepreneurs.

What's the Bottom Line as a Potential Sponsor?

Reaching Powerful Changemakers

- Female & Non-Binary Entrepreneurs (28-55)
- Multi-Business Owners
- Community Leaders
- Strategic, Purpose-Driven Professionals

The Multiplier Effect

- 50 Featured Entrepreneurs
- Thousands of Nominees
- International Media Reach
- NYC Event Amplification

COMPREHENSIVE COVERAGE ACROSS:

- Digital platforms (social media, email marketing)
- Digital ads
- Print media
- Book distribution channels



Testimonials From Previous Sponsors

"Partnering with pursuit 365 connected our brand with exactly the right audience of ambitious, purposeful entrepreneurs. The ROI far exceeded our expectations, both in terms of brand visibility and meaningful business relationships."

— PREVIOUS CORPORATE SPONSOR

"The pursuit 365 team delivered everything they promised and more. Our brand received exceptional visibility throughout the project, and the quality of the production exceeded our expectations."

— PREVIOUS CORPORATE SPONSOR

"It's a very satisfying and beautiful experience—to be part of a creative endeavour that lifts up and shines a light on people from every walk of life. Important stories—testaments to what it is to be here and to be human."

— JANN ARDEN, CANADIAN SINGER-SONGWRITER

Project Timeline

May 2025	September 2025	TBD Beg of 2026
Nominations Open	Selections Announced	Book Launch, NYC Celebration & Billboard

NEXT STEPS

It's YOUR State. Claim YOUR *Legacy*

Limited sponsorship opportunities available - With only ONE Premier Sponsor per state, this is your exclusive moment to be part of something extraordinary.

This is more than sponsorship.
This is state-level leadership.

Shoot us an email below to discuss details.
Contact: Alyssa Moorhead, Fractional Chief Sales
Officer of Fierce: The Power 50, presented by Pursuit
365 Alyssa@Fiercethepower50.com



Join Us in Celebrating Entrepreneurial Journeys Across America

When you sponsor Fierce: The Power 50, you're not just supporting a project.
You're helping build a movement that takes up space, shares real stories,
and empowers entrepreneurs to Fierce.