



YOU'RE INVITED

**TO HOWL ABOUT
OUR 2019
DINNER TOUR
WITH US**

a one-of-a-kind event for
female founders

SHEWOLF.CO

MEDIA KIT 2019



SHEWOLF + AMPERSAND DINNER TOUR

AUGUST 2019 | 11 CITIES

20-30 female founders in each of our 11 cities all over the U.S. will gather for food and connection.

With existing, proven businesses, these women will come together to learn, grow, and enjoy the support of each other.

**THIS IS THE BEGINNING OF A
TRUSTED PACK.**

shewolf.co

THE PRESS RELEASE

A Feast For Female Founders: SheWolf Collaborative and Ampersand Dinner travel the Country to host 11 private dinners in August

FOR IMMEDIATE RELEASE: July 8, 2019

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With the increasing number of women-owned businesses, female founders are craving community and support to further their ventures into large-scale companies.

SheWolf Collaborative, a new global online network, has joined forces with Ampersand Dinner to hosting private dinner events for female founders in eleven cities across the United States.

“Personally, I’ve become tired of the same old networking events,” said SheWolf’s founder, Jordan Lacenski. “The business card exchange, the awkward introductions, and the inauthentic conversation. We are creating something different, a place where founders can get real about what it’s like to be a founder.”

Women business owners are also twice as likely as men to cite a lack of a support system as a hurdle to business ownership. In addition, the lack of funding creates the need to be more creative around scaling their businesses.

Women in business benefit from having an inner circle of close female contacts, according to a recent report in Harvard Business Review. These contacts can share personal information like an organization’s attitude towards women leaders and what tactics may work to help overcome particular hurdles they face as women.

We are creating these inner circles, small and large, globally and virtually. It is easier than ever to connect with people in similar professions or lifestyles online, but there is still a need for in-person community. Founders of both Ampersand and SheWolf have like-minded visions and missions, which makes this partnership a perfect way to bring their community-building skills to some of the biggest concentrated areas for female founders.

out more at shewolf.co

The tour will visit the following cities:

AUG 1 • RALEIGH, NC • The Bridge Club

AUG 3 • ATLANTA, GA • Alma Cocina

AUG 6 • WASHINGTON, DC • Provisions

AUG 9 • NYC, NY • Tia Pol

AUG 13 • DETROIT, MI • SheWolf Detroit

AUG 15 • DENVER, CO • Free Market

AUG 17 • SEATTLE, WA • Queen City

AUG 19 • PORTLAND, OR • The Nightwood Society

AUG 21 • SAN FRANCISCO, CA • Mindspace SF

AUG 22 • LOS ANGELES, CA • As We Dwell

AUG 27 • FORT WORTH, TX • Locavore

Members of SheWolf can attend and reserve a seat for \$100, and non-members are welcome for a ticket price of \$150. All drinks, appetizers, food, and programming is included in the ticket price. Each dinner will host no more than 25 women, keeping the event intimate and small with a big impact.

Attendants will be introduced to the Ampersand style of dining and communicating, and they will be introduced to what SheWolf is all about, but mainly they will walk away with a sense of understanding and support from women in similar roles in their own zip codes.

Women who join the SheWolf pack are highly vetted and must follow strict non-disclosure policies. Pack members have access to exclusive member conversations on topics of interest, expert advice, webinars, events, member retreats and more. Additional access levels include membership in small accountability groups with women who are in similar stages of their business development.

Lacenski said this event series isn't just about networking in the traditional sense.

"This is about business," she said. "And when women come together, when we collaborate, share our experiences and support each other, the results are legendary."

Tickets can be purchased at shewolf.co/events.

Visit shewolf.co for more information or to apply to join.

For our media kit, visit shewolf.co/press.

GOODIES FOR YOU

S O C I A L A R T W O R K

download



P O S T E R

download



DINNER LOCATIONS + SCHEDULE

AUG 1 • RALEIGH, NC

AUG 3 • ATLANTA, GA

AUG 6 • WASHINGTON, DC

AUG 9 • NYC, NY

AUG 13 • DETROIT, MI

AUG 15 • DENVER, CO

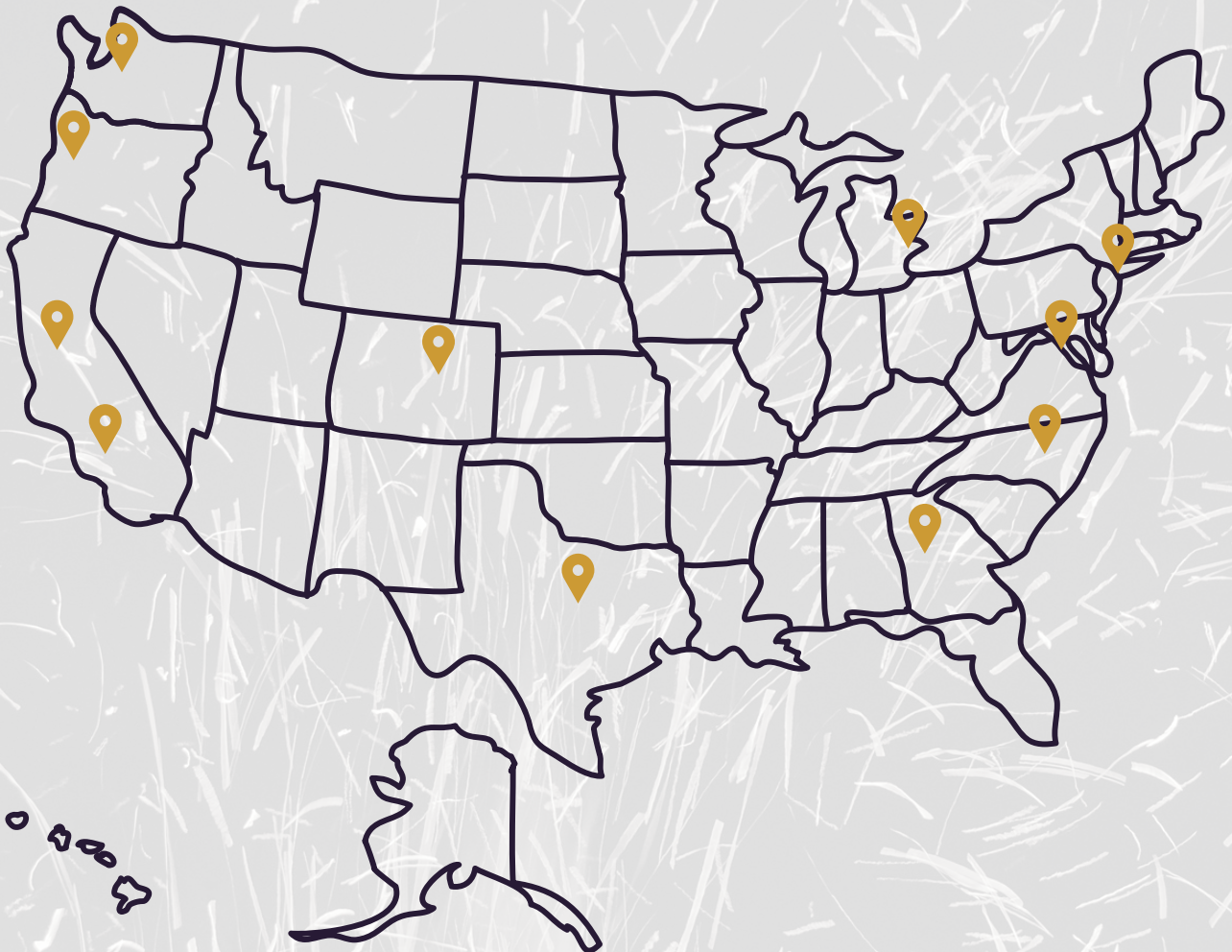
AUG 17 • SEATTLE, WA

AUG 19 • PORTLAND, OR

AUG 21 • SAN FRANCISCO, CA

AUG 22 • LOS ANGELES, CA

AUG 27 • FORT WORTH, TX



WHAT MAKES THIS EVENT DIFFERENT?



Ampersand Dinner is a curated *leadership* and *networking* dinner for professionals to gather at the table to connect, feel seen and heard.

SheWolf is building a *community* where we get REAL about being a founder or CEO of a business. We believe that the pack is *stronger* because of each member and there is no reason to hunt alone.

With similar visions, Ampersand and SheWolf have created a few rules for this tour:

- partner with venues and sponsors who get our missions and support them
- no business cards
- no phones
- what's said here, stays here
- no last names
- no typical business intros
- ENJOY



We facilitate the conversation based on what we have learned is important from other female founders. All attendees get an email with a list of everyone's contact information in their inbox on the way out.

**MORE DETAILS ABOUT EACH
COMPANY:**

SHEWOLF + AMPERSAND

AUGUST 2019 | 11 CITIES



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WHAT IS SHEWOLF?

SheWolf Collaborative is an "ecosystem" for high-achieving women; A **global online network** for women who have braved the entrepreneurial journey and have reached the top of their game, the highest positions in their companies as founders and CEOs. This is a place for women to look to each other in those lone-wolf moments. These women are highly-vetted, they have proven success with existing businesses that have been in existence for at least 1 year, and have revenues of \$100k plus. They have a drive to grow even more. This is for doers, participants, those who are willing to take the field, to play the game and to get bumped up along the way.



Members are across **all industries**, and in many locations. The online platform is **easy to use**, mirroring many of the social channels we are already used to. Conversations include self-guided exercises and thought provoking topics everyday, **KPI measuring, goal-setting, accountability**, and more.

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Find out more at shewolf.co



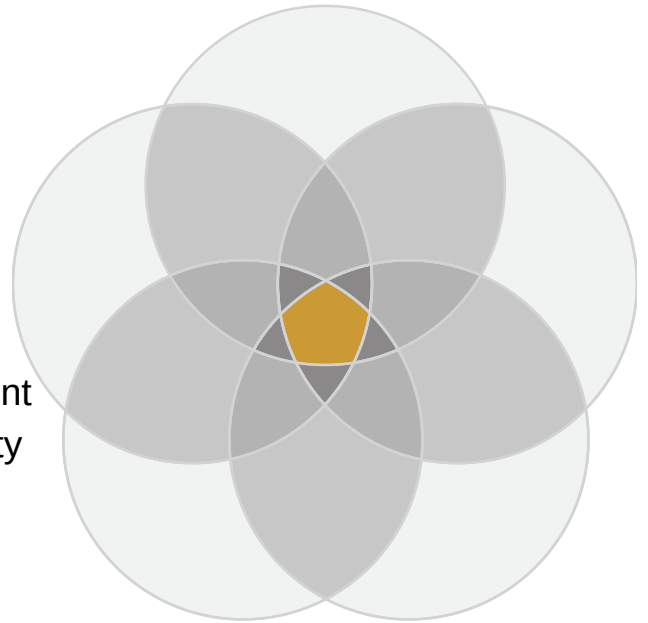


WHO ARE THE PACK MEMBERS?

Current members are in the following industries:

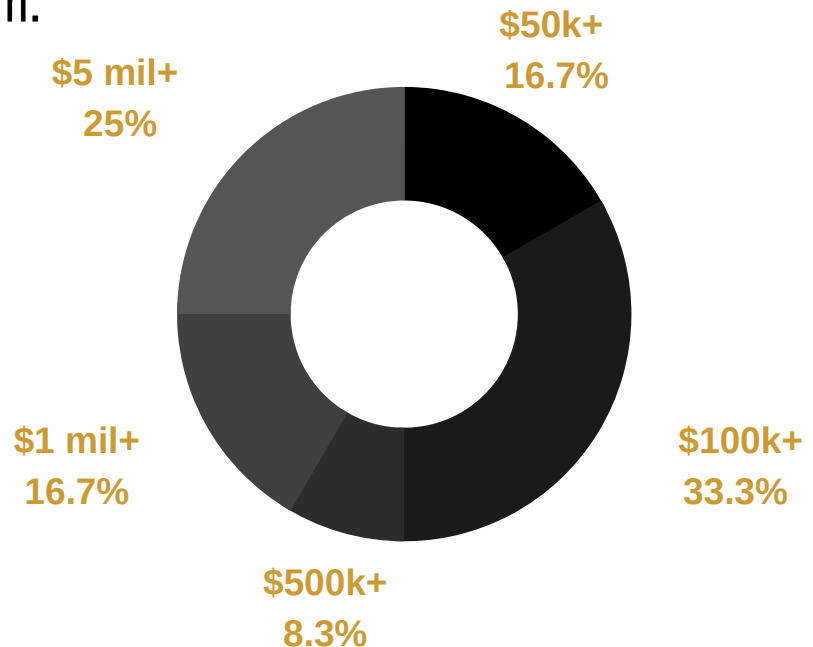
- Branding
- Marketing
- Consulting
- Grant Writing
- Finance
- Production
- A/V
- Events
- Wellness
- Nutrition
- Photography
- Web Design + Development
- Restaurants and Hospitality
- Promotional Materials
- Construction
- and more...

DIFFERENT INDUSTRIES/ SAME CHALLENGES



With revenues from:

- \$50k - \$5 million



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WHAT IS AMPERSAND?

Ampersand Dinner launched in January 2016. Founder and CEO Elizabeth Eichhorn, had attended one too many unsatisfying networking experiences. Feeling disconnected and unseen, Elizabeth believed there had to be a better way. She decided to combine her two loves—food and connecting people—and the Ampersand Dinner was born.

The mission of Ampersand is to invest in human capital. Understanding that your greatest proprietary asset is your team, your pack, those around you, - Ampersand specializes in hospitality and creating a shared experience and a common table.



Currently in LA, Elizabeth has a dream to take this on the road, which makes it a perfect collaboration.

750 guests ~ 2.5 years

30 dinners in 2018

25+ unique venues

AMPERSANDDINNER.COM



Find out more at ampersanddinner.com



WANT SOMETHING CUSTOM TO SHARE?

Contact us at wolpack@shewolf.co
