

WOMEN OF TRUE GRIT™

Founded by Edie Hand

International Author, Producer and Storyteller

An Annual Sponsorship Highlighting Extraordinary Women



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International Author, Producer and Storyteller



"The Women of True Grit series is a collection of stories about women who have overcome incredible barriers and achieved greatness in their lives. These stories come from women in all walks of life including the worlds of business, entertainment, science, medicine, education, and healthcare. They are relatable to women regardless of their background and/or their professional or personal paths to excellence."

~Edie Hand



Vision:

Our Women of True Grit and Pearl Coaches are extraordinary and spirited women that provide tools on how to overcome challenges and turn them into beautiful situations.

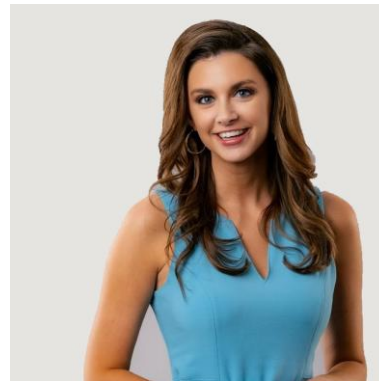
Like the song "A Better Tomorrow" we want to inspire change, one voice at a time. The stories these women share leave wisdom for younger and future generations to navigate life and find their own extraordinary.

Mission:

Our mission is to bring light and a voice to the stories of women who have overcome the greatest of odds. The Women of True Grit's collection of stories helps to support and teach others on various topics such as: leadership, confidence building, entrepreneurship, mental and physical health and much more!

Monthly Interview Segments

- Interviews will be 2:00-2:30 minutes in length featuring one Woman of True Grit from the North Alabama area.
- The Sponsors will be identified at the beginning and end of each Women of True Grit segment.
- Two Interview Segments per month
- Segment will air on Tennessee Valley Living weekdays 11am-12pm on WAFF 48, 48 News Livestream, WAFF 48 12pm, 4pm and/or Weekend Morning News 5a-7a



WOMEN
OF TRUE GRIT™

Click or copy and paste to view current segments:

<https://www.tvliving.com/featured/women-of-true-grit/>
<https://ediehand.com/women-of-true-grit-vignettes-on-nbc/>

Over **60**
stories of
 great
 resilience
 and
 growing!



Let's work
 together
 to expand
 the
 sisterhood!



ALABAMA

Auburn
Birmingham
Carbon Hill
Cullman
Dothan
Evergreen
Florence
Leroy
Mobile
Montgomery
Oxford
Robertsdale
Scottsboro
Tuscaloosa

FLORIDA

Panama City
Pensacola
Tallahassee
Valparaiso

GEORGIA

Athens
Atlanta
Augusta
Brunswick
College Park
Columbus
Gainesville
Jasper
Lawrenceville
Macon
Marietta
McRae
Milledgeville
Rome
Savannah
Statesboro
Tifton
Waycross

LOUISIANA

Alexandria
Baton Rouge
Lafayette
Lake Charles
Monroe
New Orleans
Shreveport

MISSISSIPPI

Gulfport
Hattiesburg
McComb
Ocean Springs

TENNESSEE

Chattanooga
Cleveland

QUALITY, EXCELLENCE, INTEGRITY & RESPECT

April 23, 2024

To Whom It May Concern,

It is my pleasure to provide a recommendation for Edie Hand, whom I have known professionally and personally for more than 30 years.

Edie is an entrepreneur, author, motivational speaker, marketer extraordinaire, professional communicator, community and women's advocate, educator and passionate changemaker. She uses each of her talents to "sell" a powerful story and impact the lives of others.

Most recently, in my role at Coca-Cola Bottling UNITED, we have partnered with Edie and her Women of True Grit initiative to inspire our associates and impact those in our communities throughout Alabama and northwest Florida. The response to her work, her outreach and her branding has been extremely positive.

Other impactful initiatives that Edie has been engaged with include her work with universities, in particular in Nashville with Middle Tennessee, as well as with FEDEX and St. Jude Children's Hospital in Memphis. Through her book "Women of True Grit," she has reached a wide audience throughout the U.S. and even globally.

We value our business partnership with Edie Hand and have built personal relationships with her during that process.

Sincerely,

Coca-Cola Bottling Company UNITED, Inc.

Corporate Headquarters:
P.O. Box 2006, Birmingham, Alabama 35201
4600 East Lake Boulevard, Birmingham, Alabama 35217 Main: 205-
841-2653
Customer Solutions Center: 1-800-844-2653
Linda.sewell@ccbu.com
205-849-3225

cocacolaunited.com



May 21, 2024

To Whom It May Concern,

It is my distinct pleasure to recommend Edie Hand, whom I have had the privilege of knowing both professionally and personally for many years.

Edie is numerous things but to name a few, she's a professional communicator, community and women's advocate, educator, and passionate changemaker. She utilizes each of these talents to share a powerful story and impact the lives of others, while also empowering other women of True Grit to make a difference.

In my capacity as President of Miles College, we recently partnered with Edie and her Women of True Grit initiative. This collaboration has inspired our students, faculty, staff, and community members throughout Alabama.

Edie's passion for her work is unwavering, and she overcomes any obstacle to complete her projects. She is a true champion for women, advocating for their recognition and encouraging them to share their stories.

Edie's impactful initiatives extend beyond our collaboration. She has also made significant contributions through her work with colleges and universities, particularly Miles College. We deeply value our partnership with Edie Hand and have developed strong personal relationships with her throughout this process.

Sincerely,

A handwritten signature in black ink, appearing to read "Bobbie Knight".

Bobbie Knight, J.D.
President, Miles College

College of Media and Entertainment
Office of the Dean
MTSU Box 51
Murfreesboro, TN 37132
(615) 898-8490
www.mtsu.edu/media



To Whom It May Concern:

I am delighted to recommend Edie Hand and her Women of True Grit events! Whether you are booking it for an industry, company or university, everyone can find something inspirational from the words of wisdom of these powerful women.

Middle Tennessee State University hosted Women of True Grit in Spring 2024. Edie assembled an impressive array of women from all walks of life. What made the difference between this event and so many others is that the women discussed the challenges and obstacles they faced along their path to success, whether it was cancer, the loss of a child, business struggles or other challenges. The speakers ranged from a NASA engineer, a popular singer/songwriter, a music executive, and a former national television executive to business owners, authors and trauma survivors. There was something for everyone!

Of course, Edie is a producer, author, motivational speaker and so many other things. She uses the knowledge gained from her decades of experience to best communicate messages of empowerment and inspiration, whether she is speaking herself, arranging an event or writing a book. Helping women has become her life's mission, and she does it with flair, humor and maybe even a feather boa!

She has worked with Coca-Cola, FedEx and many other companies. Like Edie, her events are one of a kind. She is truly unforgettable!

Sincerely,

A handwritten signature in black ink that reads "Beverly Keel". The signature is fluid and cursive, with the first name "Beverly" and last name "Keel" clearly distinguishable.

Beverly Keel
Dean, College of Media and Communication
Middle Tennessee State University

Edie Hand's
WOMEN
OF TRUE GRIT™

MTSU presents a celebration of resilience and empowerment during National Women's History Month.

From international speakers to trailblazing NASA engineers, veteran media executives, award-winning writers, and entertainment veterans, these phenomenal individuals will share their stories of triumph, innovation, and empowerment. As a special gift, a copy of Edie Hand's *Women of True Grit* will be provided to the first 300 attendees.

 **March 12, 2024 1 PM - 5 PM**

 **MTSU Tucker Theatre**

Sponsors:

Distinguished Lecture Fund



SPEAKER
Edie Hand



MODERATOR
Beverly Keel



SPEAKER
Dr. Shelia Nash-Stevenson



SPEAKER
Lana King



SPEAKER
Marion MacKenzie Pyle



SPEAKER
Paula Mosher Wallace



SPEAKER
Anastasia Brown



SPEAKER
Gina Miller



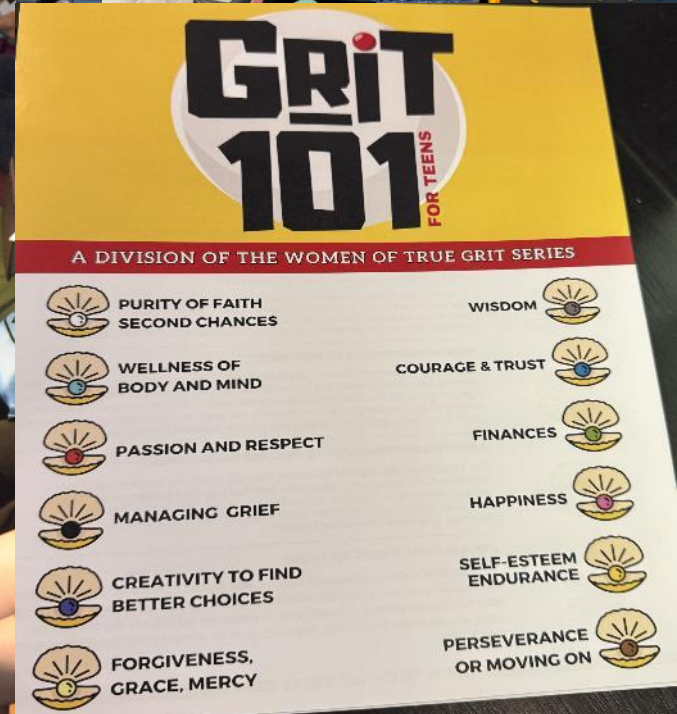
SPEAKER
Kelly Lang



SPEAKER
Alie B. Gorrie



**Athens State University
April 25, 2025**





WOMEN OF TRUE GRIT™



- ❖ Interview Segments with Co-Sponsor logos: 2x/month
- ❖ Women of True Grit Co-Sponsored Promotional Announcements: 30x/month
- ❖ Sponsor Broadcast and/or Digital Schedule: based on client needs
- ❖ Co-Sponsored Digital:
 - Display Ads: 2,400,000 annually
 - WAFF and TVL Tagged Facebook Post: 2 per month
 - Dedicated Women of True Grit page on waff.com tagged with sponsors.

Current Sponsor:



Current Sponsor:



Example Partnership Agreement with Edie Hand Foundation and WAFF

Strategy	Details
Targeted Display	• 100,000 Impressions per Month. • Using highly targeted creative to reach potential customers using specific keywords
Paid Search	• Targeted radius around specified area, focusing on keywords that align with goals/targets
Monthly Investment - WAFF	\$1,500 (6-month minimum commitment) billed by WAFF
Investment – Edie Hand Foundation	\$12,000 Edie Hand Foundation billed by Edie/Hand N Hand Entertainment
Community Events	Partnership opportunities for community events with Edie as available

Signature: _____ Date: _____

Exclusive sponsorship available to only one advertiser. Signature required to reserve sponsorship. Monthly invoicing or monthly credit card autopay required. No prepayment allowed. When completed and signed, this contract authorizes your participation and financial obligation in this campaign. Due to the nature of this campaign, client unconditionally assumes an obligation for payment. Minimum 3-month agreement with a written 30-day cancellation policy.

