

# WOMEN OF TRUE GRIT®

The Women of True Grit™ brand is perfectly timed and represents a unique opportunity for anyone seeking to help empower women.

## SPONSORSHIP OPPORTUNITIES

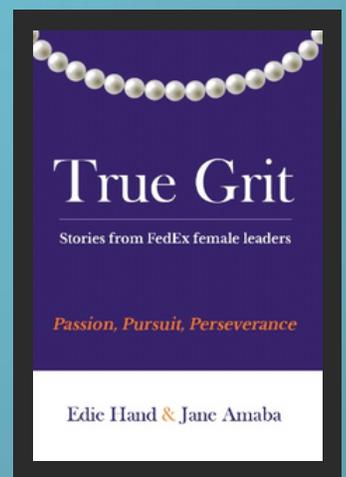
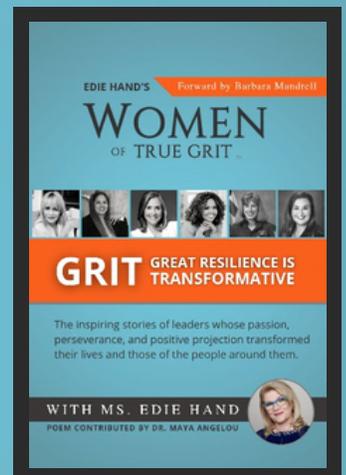
Our Women of True Grit stories have a recurring theme that highlights great resilience and its transformative power. We strive to reach women through sharing stories of hope and lessons of life to push through and find one's dreams.

These stories come from women in all walks of life including the worlds of business, entertainment, science, medicine, education, and health. They are relatable to women no matter their background or their career path.

This program leverages a one hour documentary of Women of True Grit stories with Alabama Public Television Foundation and Alabama Broadcasters Association Foundation for radio/television (mainstream media). We can offer sponsors placement within our one-minute and 30 second vignettes for radio and television. Placement helps lead back to the sponsor's website or specific landing pages. Additional marketing opportunities are available depending on your market needs. As a bonus Edie Hand can promote sponsors in the monthly Women of True Grit for a digital magazine published by the Nashville Women in Film and Television.

Edie Hand has created a brand trusted by the largest corporate companies in the world that brings hope and tools to those who need it most.

Created by a transformative woman who has overcome some of life's greatest tragedies and is now here to help others find their pearls of hope.





meet

# THE HOST MS. EDIE HAND

THE MOST CONNECTED BELLE FROM THE SOUTH

## Facts about Edie:

- Best-selling Author
- 4X Cancer Survivor
- 30+ Years in Media
- Philanthropist
- Entrepreneur
- Trusted Brand Evangelist
- Key Note Speaker
- Filmmaker
- 20 Books Written
- National TV Host
- National Radio Host
- Mom

## Highlight of Recent Works:

- FedEx
- The Morning Show
- Our American Stories
- Top Women in Alabama Media 2019

Edie exemplifies the true grit woman because of her passion toward education, business leadership and philanthropy in a number of areas. These life experiences helped her achieve successes at the highest levels. Over the years Edie has gone on to become a trusted friend, confidante, and mentor to so many recognized celebrities and leaders.

## Why do so many TRUST Ms. Edie hand?

It's simple. Despite a life-time of facing the greatest losses, terrifying health scares, and unfathomable challenges, Edie found her GRIT and overcame. Along the way, she delivered on her promises leaving those around her not just inspired but asking for her mentorship. She is a business leader and was the owner of Hand 'N Hand Advertising Agency for 30 years.

## Why partner with Ms. Edie Hand?

Edie's Women of True Grit Network trust her enough to let her bring their stories of overcoming to the world. Her respected voice, inspiring encouragement, southern charm, distinctive laugh, pearls of wisdom, and amazing energy presents a unique and distinct opportunity for brands to attach themselves to content that is on-point and relevant for the times in which we find ourselves.

meet

# THE WOMEN

DISCOVER THEIR PERSONAL STORIES FROM THEIR HEART TO YOURS



**CeCe Winans** is considered to be the biggest-selling and most-awarded female gospel music artist of all time. Recording and performing as both a solo artist and as a duo with her brother BeBe, CeCe has influenced a generation of gospel and secular vocalists throughout her career. She has received twelve Grammy Awards, twenty Dove Awards, and seven Stellar Awards. She has been inducted into the Gospel Music Hall of Fame in addition to being named a Trailblazer of Soul by BMI and receiving multiple NAACP Image Awards, Soul Train Awards, Essence Awards. She is the author of three books and has touched millions more with inspirational performances everywhere from Oprah to The White House, and even showed off her acting chops on television series like “7th Heaven” and “Doc.” She also founded, with her husband, Alvin Love II, Nashville Life Church in Nashville, Tennessee.



**Astronaut Jan Davis Ph.D.** is a veteran of three space flights, has made 445 orbits around Earth traveling more than 11 million miles, and has logged over 673 hours in space. Davis received her bachelor’s degree in applied biology from the Georgia Institute of Technology and another in mechanical engineering from Auburn University. She later earned a Master of Science degree and then a doctorate, both in mechanical engineering, at the University of Alabama in Huntsville. She has been awarded the NASA Outstanding Leadership Medal, the NASA Exceptional Service Medal (twice), and the NASA Space Flight Medal (three times), in addition to other awards. She has been inducted into the Alabama Aviation Hall of Fame and the Alabama Engineering Hall of Fame. After retiring from NASA, she worked for Jacobs Engineering and Bastion Technologies, Inc. as the Safety and Mission Assurance Support Contract Program Manager at the Marshall Space Flight Center.



**Sheila Erwin** is the mother of successful movie producers/directors Andrew and Jon Erwin who has produced some of the top faith-based films including *I Can Only Imagine* which collectively grossed more than \$120 million worldwide; Sheila is well known for her accomplishments too. She is the author of the book *Raising Up Dreamers: Find and Grow Your Child's God-Given Talents*. For nearly 50 years, she's been involved in a variety of ministries, with a particular passion for investing in the lives of other women through discipleship, speaking at events, one-on-one mentoring, and group Bible study. Sheila also worked as a teacher and then as a principal at a Christian school before stepping down from the role to become a stay-at-home mom. She and her husband, Hank, have two grown sons who are married, and seven grandchildren.



**Victoria Hallman** was one of the popular Hee Haw Honeys, on the Hee Haw television show, Victoria worked her way into the hearts of millions of TV viewers. The show which ran from 1969 to 1997 was so popular for its family-friendly content, that it continues in syndication to this day. Alabama native, born in Mobile, Victoria Hallman as a child entered in a Shirley Temple look-alike contest on WAPI-TV in Birmingham. The host of the show thought that Victoria's singing talent was such that he set up an audition at Heart Recording Studio, and within two years Victoria was in Nashville, signed to a record contract. After moving to California she had a chance to meet with Buck Owens. Before she knew it, she was in a dressing room singing 'Help Me Make it Through the Night' for Buck, and just as suddenly she was on stage performing the song, backed by Buck and the Buckaroos. Owens hired her as his opening act and later as a female vocalist with the Buckaroos. Then came Hee Haw. Victoria would be a regular as one of the Hee Haw Honeys from 1979-1990. Remember Miss Honeydew? That was Victoria.