

# Women Crossings

[www.womencrossings.webantiphon.com](http://www.womencrossings.webantiphon.com)

## Introduction

Sometimes children who suffer the scars of abuse and neglect grow up to be agents of peaceful change determined to help create a better world for ever more people

New York City inspires people around the world because when you're here magical things can happen. In fact this tradition brings millions of visitors every year.

## Vision & Mission



Starting Spring 2016 you're invited to be part those magical memories shared on Trip Advisor, Twitter, Facebook, Snapchat, Tumblr, YouTube and more.

Public auditions for the stage production of Women Crossings by trial or fire on the streets of NYC. Instead of the usual callback auditions we are using these first two Spring events as call backs that start or end in Times Square.

Imagine a few groups start out heading to different parts of the city singing with crews of four or five driving real time street traffic, increasing awareness of your business for months, even years to come.

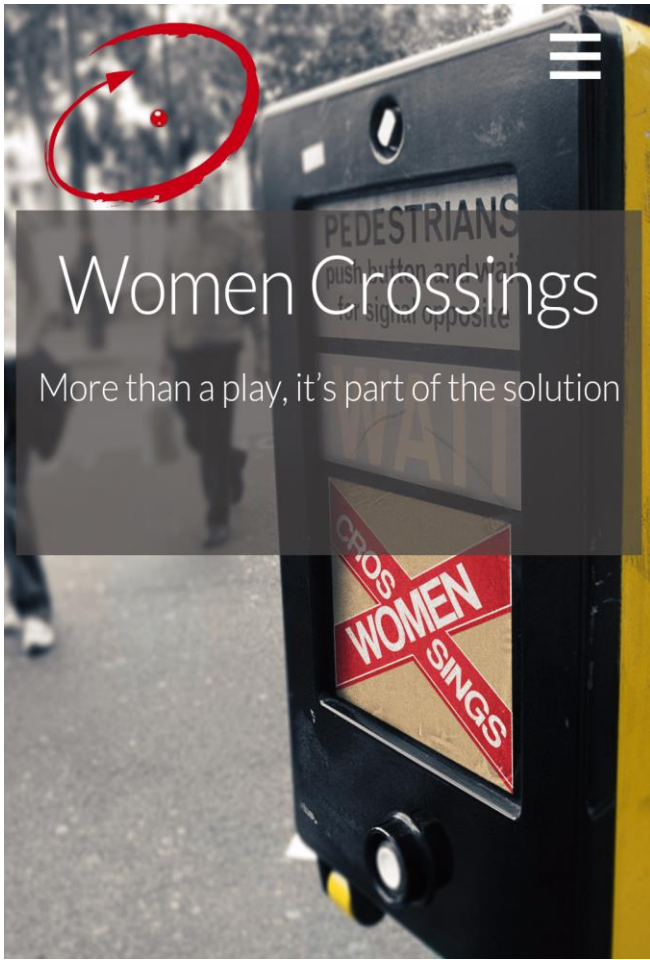
- 53% of travellers will not commit to book before reading a review.
- 73% of travellers, are already using photos of other TripAdvisor users to support them in their decision making process.
- 77% always or usually look at reviews before a hotel is booked.
- 44% do the same when booking or choosing attractions
- and about 50% of all travellers reference reviews before choosing a restaurant.

Along their separate routes with the flow of pedestrian traffic handing out promotional scratch off cards for this eco-friendly event. Performers walk along rehearsed route to sponsor's location (sponsor 1 or all 4 crews for maximum impact).

All the while photos and videos are uploading then shared on individual social media streams and event web pages. Crews arrive at planned destinations to capture celebration of donation to domestic abuse/violence organization announced or presented by the group with sponsor rep at sponsor's location in honor of Women Crossings.

Source: [Digital Tourism Think Tank](#)





## Sponsor Benefits

- ❖ More memorable than typical coupon campaign,
- ❖ Driving real time street traffic
- ❖ Creating positive feelings about your business brand,
- ❖ Opportunity to develop "happening" component featuring your products,
- ❖ Generating customer leads for months, even years to come with online content.

We promote support for domestic abuse prevention programs, Women Crossings performers and destinations on website. Sponsor's logo on pages inspired by a theater playbill.

This event website is where people will confirm their award code from scratch off cards. To have eco-friendly t-shirts and similar merchandise awards mailed or access digital coupon mobile app - visitors provide contact information.

Some secrecy around the details until closer to the event is key to it's impact as a "pop up" event. However press releases will be sent out to local media.



## Social Media Platform

You'll be able to follow us on

Trip Advisor, Twitter, Facebook, Snapchat, Tumblr, YouTube, LinkedIn, & Google+

You can follow our event organizers on

Camile Youssef @CamileYoussef  
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