

THE TOUGHEST
HURDLE
IS



INEQUALITY



LIU
Let Women Decathlon
LIU
SPONSORSHIP



"We're just aiming for a more equitable system that allows women to chase their dreams and compete in the same events as men."

- Trey Hardee, two-time World Champion, Decathlon Silver Medalist

WHO WE ARE

The decathlon was first introduced at the 1912 Olympic Games. It wasn't until 1984 that women were allowed to compete in the heptathlon. Today, more than 100 years after the introduction of the Olympic decathlon, women continue to be denied the opportunity to compete in the event that earns an athlete the title of "World's Greatest Athlete."

Founded by Jordan Gray, the *Let Women Decathlon* movement began with the goal of invoking change in the Olympics. They are simply fighting for an equal chance to compete.

Women's Decathlon is already in place at the highest levels of sport, including USA Track & Field and the International Association of Athletics Federations. Our vision is one of true equality, with the inclusion of the Women's Decathlon in the Olympic Games.



"The decathlon...is widely seen as finding the world's best all-around athlete. What kind of message does that send to women and girls?"

Becca Peter, Women's Decathlon Association

SUPPORT OUR PATH FORWARD

FEMALE DECATHLETES ACROSS THE GLOBE ARE TRAINING FOR THEIR CHANCE TO COMPETE.

Over 30,000 people have already signed our petition to support gender parity in the Olympic Games. Your support gives women the opportunity to compete in the event that crowns the world's greatest athlete.

"As a father of two daughters, I want women to get the same opportunity to compete in what the world will call the 'World's Greatest Female Athlete' in the same events as Jordan's male counterparts." - John Gardner, Supporter



YOUR SUPPORT HELPS US GROW

- Visa's sponsorship of US National Women's Soccer team generated 2700% year-over-year increase in brand affinity
- Women's Pole Vault events get 2.4x views compared to men's



YOUR SUPPORT HELPS US INSPIRE

- We seek to increase participation and engagement through innovative events that expand gender equity
- Allowing women to compete for the crown of "World's Greatest Athlete" will inspire the world

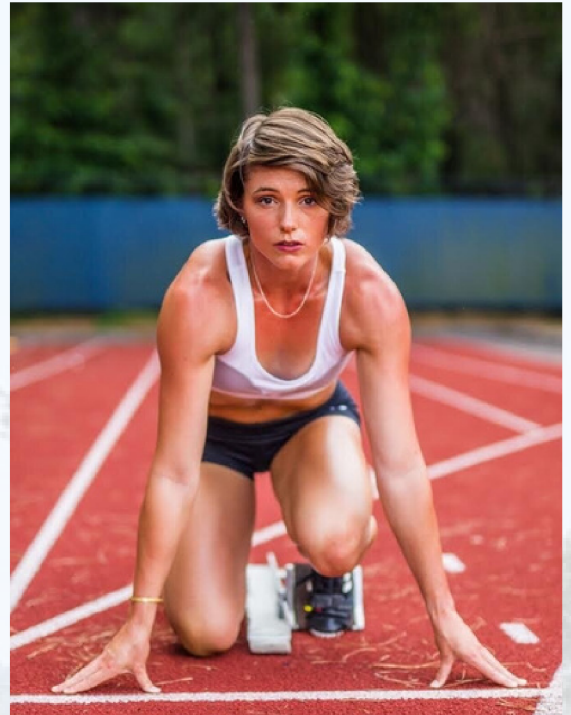


YOUR SUPPORT HELPS US LEAD

- We want to lead by example, correcting the inequality that currently exists
- Let's send everyone the message that women, as well as men, are capable of being the *greatest*

AMPLIFY THE MESSAGE

Help us create global change and a better future for this generation of women in sports. *Let Women Decathlon* Founder, Jordan Gray, holds the highest decathlon score of any woman currently active in the sport. She is also the American Record Holder and holds the second-highest score ever achieved by a woman...in the world. As a woman competing in a male-dominated sport, Jordan, and hundreds of other dedicated female decathletes inspire so many young girls to take on challenges in all areas of life. It's time for true gender parity in sports.



JORDAN GRAY

LWD Founder, Team USA Women's Decathlon Record Holder

REASONS TO GIVE:

- 100% of all contributions made to *Heaven to the Yeah* (EIN #: 88-3034463), LWD sponsor and a 501(c)(3), are tax deductible and go directly to the movement
- Convey your commitment to end gender inequality in athletics
- Raise awareness and showcase talented athletes who may not otherwise have an opportunity to compete
- Sponsoring LWD supports hosting professional, Olympic-caliber decathlon events around the globe

DECATHLON EVENT COSTS:

- Officials and Professional Timing (\$10-15k)
- Facility Rental, Insurance, and EMS (\$17.5 - 25k)
- Athlete Travel and Hotels (\$25-35k)
- Advertising and Media (\$5.5-15k)
- Prize Money (\$20-25k)
- Food and Volunteer Support (\$2.5k)

One International Level Decathlon Event Costs Approx. \$120,000

LWD IN THE NEWS...



YOU CAN MAKE OLYMPIC HISTORY!

SPONSORSHIP

Your support towards our \$500,000 goal will empower equity advancement and encourage gender parity in the Olympics. Exclusive sponsorship opportunities are available.

PLATINUM	GOLD	SILVER	BRONZE	ADVOCATE
<p>\$50,000</p> <ul style="list-style-type: none"> • Presentation & Social Event w/ Jordan Gray • Hospitality Tent Access + Feature • 10 Premiere Event Tickets • Dominant Logo in Print & Online • Social Media Promotion • Special Mention & Thank You at All Events • Marketing Opportunity at Events • Logo Displayed on Awards • Complimentary Swag 	<p>\$25,000</p> <ul style="list-style-type: none"> • Meet & Greet w/ Jordan Gray • Hospitality Tent Access • 8 Premiere Event Tickets • Logo in Print and Online • Social Media Promotion • Logo Displayed at All Events • Complimentary Swag 	<p>\$10,000</p> <ul style="list-style-type: none"> • Logo on Website • Social Media Promotion • 5 Event Tickets • Swag Bag Feature • Complimentary Swag 	<p>\$5,000</p> <ul style="list-style-type: none"> • Logo on Website • Social Media Mention • 3 Event Tickets • Swag Bag Mention • Complimentary Swag 	<p>IN-KIND</p> <ul style="list-style-type: none"> • 1 Event Ticket • Social Media Shout-Out • Complimentary Swag <p><i>*Generous donations of up to \$4,999.00 will receive complimentary swag. All contributions matter. Thank you for helping us make a difference.</i></p>

MILESTONES ON THE ROAD TO LA 2028



HOST PROFESSIONAL DECATHLON EVENTS



SUPPORT ATHLETE READINESS



MARKETING AND PROMOTION

JOIN OUR LIST OF CURRENT SPONSORS:



THE WORLD'S GREATEST ATHLETE COULD BE A WOMAN

SPONSORSHIP CONTACT

MELYSSA BARRETT, TREASURER | WELCOME@HEAVENTOTHEYEAH.ORG

PLEASE MAIL CHECKS TO:
HEAVEN TO THE YEAH
999 N. PACIFIC STREET STE B2
OCEANSIDE, CA 92054

DIGITAL PAYMENTS
ARE ACCEPTED BY
CREDIT CARD AND
THROUGH ZELLE :



CREDIT CARD



Zelle



"Women have been sidelined for centuries. We've been said to be incapable of owning property, running a marathon, full-court basketball, pole vaulting, running a mile, holding office, and even voting. We've come so far, and yet here we are trying to clear yet another hurdle...in the 21st century." - Jordan Gray, Founder LWD



**ON
YOUR
MARK**

**GET
SET**

**GO
MAKE
OLYMPIC
HISTORY**



LETWOMENDECATHLON.ORG

EMPOWERED BY *HEAVEN TO THE
YEAH*, A 501 (C) 3 ORGANIZATION
EIN #: 88-3034463

THE WORLD'S
GREATEST
ATHLETE
COULD BE



~~100M~~
DENIED

LONG JUMP

SHOT PUT

HIGH JUMP

200M

100M HURDLES

~~DISCUS~~
DENIED

~~POLE VAULT~~
DENIED

JAVELIN

800M

A WOMAN



100M

LONG JUMP

SHOT PUT

HIGH JUMP

400M

100M HURDLES

DISCUS

POLE VAULT

JAVELIN

1500M