

THURSDAY
THERAPY

WE INVITE YOU

..... TO PARTNER WITH
SAGE WEDDING PROS.

*meet. mingle. share.
in your city.*

HOST THURSDAY THERAPY IN YOUR CITY

WHAT IS THURSDAY THERAPY?

We promote a culture of camaraderie, collaboration, and cohesion within the wedding industry. It is through our relationships with one another that the wedding industry will become stronger and our businesses will be more successful. We welcome all people in the business of weddings to join our fun and festive mixers.

Thursday Therapy is a place for us to meet, mingle, share.

PARTNER WITH SAGE WEDDING PROS TO:

- ▶ Establish yourself as a leader in your marketplace.
- ▶ Increase referrals and business.
- ▶ Leverage the strength of the Sage Wedding Pros' and Thursday Therapy brand names.
- ▶ Represent Sage Wedding Pros locally.
- ▶ Join a national network of professionals. Travel anywhere and you have a group of wedding pros ready to network with you.
- ▶ Quick way to develop your own personal relationships with colleagues in your market, particularly venues, catering managers, and photographers as you partner with them each month.
- ▶ Gain all the tools from Sage Wedding Pros to launch Thursday Therapy and make it a success in your market.

BUSINESS MEETS *fun* AT THURSDAY THERAPY

THURSDAY THERAPY CITY-SPECIFIC WEBSITE

A website that you can use to update people in your city on Thursday Therapy events.

THE GUIDE

A book with everything you'll need to succeed for organizing Thursday Therapy in your market:

- a step by step growth plan
- a monthly action checklist
- how to negotiate with venues and sponsors
- how to market your events and spice things up
- how to be a perfect host and make business happen
- how to make the most of your Thursday Therapy website

THE TOOLS

- a website login with templates used for organizing Thursday Therapy
- tracking sheets for recording sponsors and attendees
- invitation templates for Thursday Therapy events
- pitch letter templates for venues
- marketing material and signage to build brand awareness

THE THINKTANK ~ Sage Wedding Pros guidance

- Coaching session for using Thursday Therapy website and how to use Social Media to attract attendees
- Annual updates on all materials
- 20% off on all Sage Wedding Pros' services, and seminars

AN ALTERNATIVE TO ADVERTISING

Thursday Therapy gives you an alternative to advertising and greater control over how you spend your promotional dollars.

As a host in your city you become a leader in your market. This gives you the opportunity of being the “go to” when it comes to your colleagues referring business to you.

Always wanted to grow your business by word of mouth? Thursday Therapy allows you to do so. Our most active hosts report that 80% of their business comes from connections made at Thursday Therapy.

Invest in promotion that leads to results:
\$80/month for 1 host - 12 month minimum
\$70/month for 2+ hosts each
(maximum of 4 hosts per market)

COMMITMENT TO PARTNERSHIP

We expect that our Thursday Therapy partners share in our commitment to the wedding industry.

We will review each applicant thoroughly and have a brief interview to ensure that our goals are aligned.

If you are interested in this opportunity, please visit:

www.thursdaytherapy.net/application

We encourage applicants to apply with a co-applicant.

We feel that having a co-host will enable you to grow

Thursday Therapy in your market and allow you to support one another.