



COWGIRLS ARE FOREVER





**'The American cowgirl
personifies all things woman.**

She is strong.

Courageous.

And doesn't give up.

She is authentic.

Fearless.

And hopeful.

She connects through her work,
her values...and her genuine love of life.

Her beauty comes from something inner.

Something profoundly tied to her
acceptance of herself.

She talks of freedom
and speaks from strength.

She doesn't have to ride a horse
or live on a ranch.

Her pioneering spirit is everywhere.

She's a doer, an activator,
a role model.

She wears her American brand of beauty
like a horse running wild...

with pride and abandon

and a passion for life

that inspires all that she is...

and all she will become.

COWGIRLS ARE FOREVER

Women want to live with purpose, and make a difference in the world.

Levi's, the quintessential American brand, in partnership with Cowgirls Are Forever, will create a strong, modern and feminine icon that celebrates these values.

Levi's will be the jeans women and girls want, because they stand for something.





LEVI'S + COWGIRLS ARE FOREVER

THE BRANDING OPPORTUNITY



Levi's is more than a brand.

It's a lifestyle. One that symbolizes authenticity, strength courage, and a way of living that connects us to the inspirational values of the West.

The brand is original and bold, as is the cowgirl, with a history that embodies hope, compassion, and a pioneering spirit.

Brand values of freedom, independence, empathy, heart, and going forth to do good in the world, all echo the cowgirl ethos.

They share an intangible quality that inspires.

Whether roping or not, girls and women across America and the world will be proud to wear the gold rivet as a statement of who she is ... where she's going ... and how her cowgirl spirit guides her life.



COWGIRLS ARE FOREVER

BEGINS THE JOURNEY

Levi's is connected to an iconic, feature length documentary film—one that is authentic with soul, a reflection of Levi's brand equity.

It promises breathtaking cinematography, narration by Sheryl Crow, a stellar music track with both established and burgeoning artists, and stirring stories of adventure, strength, compassion, loss, and triumph.

Levi's can align with a project that inspires, educates and entertains, while celebrating the strong role models who have shaped the American story.

It will connect women and girls to the pioneering spirit that lives inside, propelling how they "go forth" in the world.



COWGIRLS ARE FOREVER



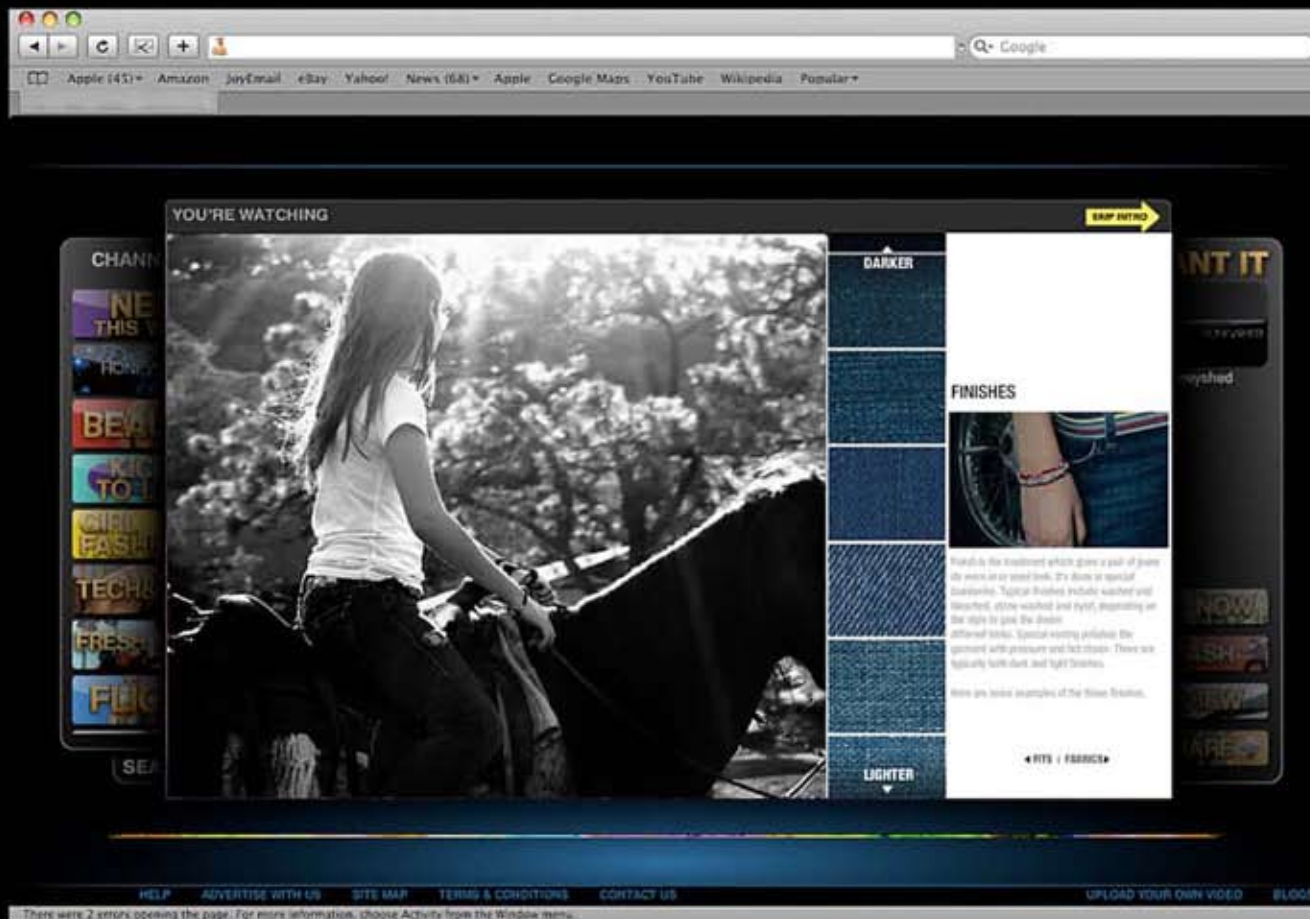
THE TEAM

We are an EMMY award-winning team of passionate filmmakers, storytellers, marketers, and advocates for women and girls.

We have deep ties to HBO, Sundance, A&E, PBS, and Bravo, with a multitude of resources for creative channels of distribution.

We are adept at social media, branding, content development and navigating the film festival circuit, making Cowgirls Are Forever a smart partnership for the Levi's brand.

Our Advisory board is comprised of music industry maven, ranchers, rodeo champions, historians, and museum curators from the National Cowgirl Museum and Hall of Fame, The Autry in Los Angeles and the Fashion Institute of Technology in New York.



COWGIRLS ARE FOREVER

INSPIRING THE CONNECTION

Cowgirls Are Forever will be a destination website, a contemporary 3.0 community, with highly engaging and creative content. It will be a “living” platform that extends the film and brand experience, connecting the “viewer” to a world that empowers her life.

Levi's can have its own “channel,” a microsite with branded content based on the Cowgirls Are Forever theme.

As Cowgirls Are Forever will link to Girl Scouts of America, Girls Inc., and the 4-H club—over 10 million members collectively—the potential for Levi's on-line commerce is a huge merchandising opportunity as Cowgirls Are Forever becomes another consumer touchpoint.



COWGIRLS ARE FOREVER

CONTENT

- Video essays: original content with excerpts from the film.
- How modern cowgirls in America “Go Forth” -- tapping into their pioneering spirit.
- Levi’s branded contests/web-shows/events
- Engaging and graphically robust video, audio, photos and information about cowgirls in the ranching and rodeo world, with current postings of WPRA standings.
- Exhibits: Cowgirl fashion, music, art, poetry, photography, contests and potential partnerships with National Cowgirl Museum and Hall of Fame, The Autry Museum, and The Fashion Institute of Technology in NY, and in Levi’s store throughout the world.

COWGIRLS ARE FOREVER

BEYOND THE FILM: PUBLICITY, ADVERTISING AND FESTIVALS

CAF communication experts will launch a comprehensive publicity campaign that will:

Build a large and diverse audience through innovative social networking.

Position the film as an “event” with potential launch around Fashion Week, and in key Levi’s stores along with screenings and photo exhibits at The Autry, The National Cowgirl Museum and Hall of Fame, The Fashion Institute of Technology and The Grammy Museum in LA.

Pitches to national morning television (*The Today Show*, *Good Morning America*, *The View*) and high profile programs such as Ellen Degeneres and CMT. Nationally syndicated and regional radio programs dedicated to history, culture, music, and entertainment will also be targeted.

Film Festivals both in the US and abroad will extend and sustain your visibility.

BEYOND THE FILM: DIGITAL

Build a large and diverse audience through innovative social networking, digital platforms, iPhone and music apps.





Levi's AND **COWGIRLS ARE FOREVER**
 present
**COWGIRLS
 ROCK**

Levi's can be the Signature brand to sponsor a music festival, potentially broadcast on Country Music Television.

- Venue for upcoming songwriters, anchored by top female country music stars.
- A contest with a record label contract for the winner.
- Daisy Rock, the ultra cool girl guitar company, is a natural co-sponsor.

MERCHANDISING OPPORTUNITY

- Rope bracelets carrying a Levi's/Cowgirls Are Forever charm.
- On-site Levi's retail outlet selling jeans, hats, t-shirts, DVDs and CDs with co-branding.

NEW MEDIA/BLOGGING AND SOCIAL NETWORKING

- Blogs, mobisodes, rodeo ringtones, wallpaper.



COWGIRLS ARE FOREVER

MOTHERS AND DAUGHTERS

THE LEVI'S SPIRIT TOUR: ORIGINAL WEB SHOW



LISA AND ANIELLA | CHICAGO

Mother: Artist, designer.
 Daughter: Liberal Arts Student.
 Philanthropists.
 Shared passion: Saving the Mustangs.
 How they give: Raise funds and awareness for the Mustang Heritage Foundation.

They believe animals should run free.



CHRISTINE AND ANNA | WESTERN, MA

Mother. Daughter. Business Partners.
 Shared passion: Helping children with physical handicaps.
 Owner: Blue Rider Stables, Therapeutic Riding.

Even if you can't walk, you can ride.

LAUREN AND HOLLY | NEW YORK CITY

Mother. Daughter. Support-team.
 Shared passion: Cowgirl Spirit in all they do...from running a not-for-profit to doing whatever it takes to be a Broadway star.

It's all about not giving up.

TRISH AND SALLIE | WEATHERFORD, TX

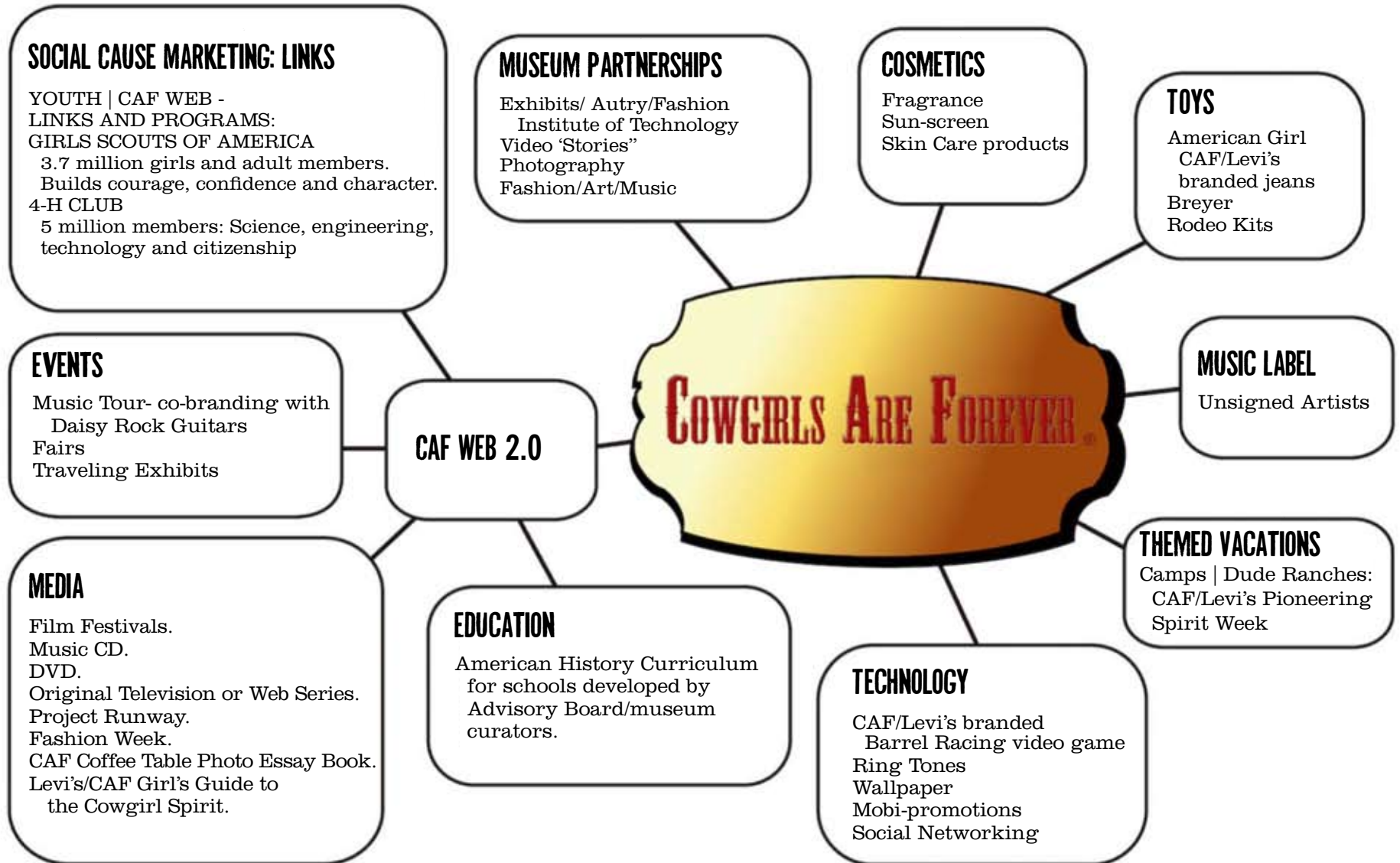
Mother: Founder, Cowgirl Chicks.
 Daughter: Following in her mother's hoove-steps.
 Each other's biggest fans.
 Shared passion: Trick Riding and "riding for the cure."

Going beyond what you think is possible.

VICKI AND MADDY | FORT WORTH, TX

Mother. Daughter. Friends.
 Real deal cowgirls, philanthropists.
 Shared passion: Ranching. Competing.
 And their love of animals and nature.

Getting your fingernails dirty means you've had a good day.





PRESENT

URBAN COWGIRLS THE REALITY SERIES

A group of cosmopolitan, sophisticated women come to Big Sky country for two weeks to compete for the title of Urban Cowgirl, their \$100,000 prize going to their favorite charity.

What does it mean to be a 'real' cowgirl?

They'll learn how to steward the land, drive cattle, brand steer, birth a calf, cook outdoors and rope.

Will they be tough enough to handle it?

Will their spirit be broken or fueled?

Who will last?

And who will flee home to her manicurist?

They come in Prada and end up in Levi's—and in the end—just may be transformed for life.

Co-sponsor with American Beauty (Estee Lauder/@Kohls and Red Bull—special edition Pink Bull with proceeds going a CAF foundation/women's based charity.





Levi's AND COWGIRLS ARE FOREVER AND SUNDANCE
INSTITUTE

PRESENT

GO FORTH

You don't have to own a horse to own the spirit.

A short documentary film contest judged by Sundance Institute and Motion Picture of Arts and Sciences. Consumer generated shorts about how cowgirl spirit and the values it brings have made a difference in the lives of others.

Winner gets \$25,000 towards charity that helps women and girls go forth and realize their dreams.

Be Yourself

**Georgie Sicking
Cowgirl Poet
Kaiser, Wyoming 1940s**

When I was young and foolish...
the women said to me,
"Take off those spurs and comb your hair,
if a lady you will be.

"Forget about those cowboy ways,
come and sit a while.
We will try to clue you in on women's
ways and wiles.

"Take off that Levi's jumper...
put up those batwing chaps.
Put on a little makeup and we can get a
date for you perhaps.

"Forget about that roping, that will make
callouses on your hands.
And you know it takes soft fingers
if you want to catch a man.

"Do away with that Stetson hat for
it will crush your curls,
And even a homely cowboy wouldn't
date a straight-haired girl."

Now being young and foolish,
I went my merry way,
And I guess I never wore a dress
until my wedding day.

Now I tell my children,
now matter what you do...
stand up straight and tall,
Be you and only you.

For if we were all meant to be alike
with the same rules to keep...
We would be born to bond together
just like a flock of sheep!





Levi's

COWGIRLS ARE FOREVER

By supporting *Cowgirls Are Forever*, Levi's aligns itself with an important American story that has yet to be told—a story about the pioneering spirit that powers our lives.

Contact:
Barbara Newman
barbaranewman7@gmail.com
413.229.2349