

G.I.R.L.

OCTOBER 5-8
2017
COLUMBUS, OH

TM

GO-GETTER

INNOVATOR

RISK-TAKER

LEADER



Sponsorship Opportunities

- Increase Brand Awareness
- Connect with a Crucial Demographic
- Secure New Customers
- Support the Empowerment of Girls

girl scouts



Why Sponsor?



NAME RECOGNITION. Thousands of girls and adults who go home to influence communities in every ZIP code in the United States.

REACH. 100,000 registered Girl Scouts in Ohio alone, means IMMEDIATE mass marketing potential.

KEY AUDIENCES. **Business-to-Business:** Council Leadership, Retail Store Directors and More; **Business-to-Consumer:** Girls, Volunteers, Advocates, Alumnae and Family Members.

GIRL POWER. Girls can change the world. Share your ideas, show them what they are capable of and **help them empower themselves!**

BRAND LOYALTY. Almost no other group displays the level of brand loyalty of Girl Scouts. Leave a lasting impression with a key demographic.

.....
Thank you to our sponsors who have already committed to G.I.R.L. 2017. Where are you?!



80%

of 2014 attendees were inspired to do something differently in their work or for the Girl Scouts



165,000

App visits over the course of 7 days (291k total visits)



4,006

engaged users of the 2014 convention App — with even more engagement expected in 2017!



“Hearing speakers and being surrounded by women who have made a difference to others helps recharge my batteries. It gives me a boost of confidence and self-awareness that carries through my daily life” – 2014 Attendee

Columbus: The Heart of It All

Ohio is centrally located and an ideal location for girls inside and outside of the organization to get involved. It's a state with **GUARANTEED** built-in audience for your brand!

In the heart of the country and the heart of Ohio, G.I.R.L. 2017 will take place at the Greater Columbus Convention Center – in the center of the vibrant city of Columbus.

Major Cities Within 5 Hours of Columbus



Cleveland, OH	Pittsburgh, PA
Cincinnati, OH	Louisville, KY
Dayton, OH	Indianapolis, IN
Akron, OH	Detroit, MI
Toledo, OH	Charleston, WV
Chicago, IL	



Beyond the Heartland

The draw of Columbus will be irresistible to the locals, but this is also an event that appeals to girls from around the country and the globe! Beyond the United States, we enjoy the strong support of our sister organization, the USA Girl Scouts Overseas (USAGSO), as well as our fellow members in the World Association of Girl Guides and Girl Scouts (WAGGGS). **Combined, we are part of a worldwide family of 10 million girls and adults in 145 countries.**

Key Ohio Facts



1 MILLION
Girls



100,000
Girl Scouts



31,000
Adult Members & Volunteers



48%
of U.S. Population
Within a Day's Drive



10%
of Girl Scout Market Share

A Packed Agenda

Endless Opportunities for Your Brand

For **FOUR** incredible days, girls and women leaders will come together for world-class content, thought-provoking conversations and invaluable bonding opportunities.



G.I.R.L. 2017 Snapshot

Day 1 A featured reception in the Hall of Experiences highlighting **YOU** – the sponsors!

Day 2

- VIP Reception
- Opening Celebration and CEO Welcome
- Engaging Speakers
- Live Entertainment
- Hall of Experiences

Day 3

- Engaging Speakers
- High-Touch Seminars and Breakout Sessions
- Hall of Experiences
- G.I.R.L. Talk (TED-style) Presentations
- Evening Celebration

Day 4

- Final Ceremony
- Closing Keynote Speaker
- Closing Celebration

What Can You Sponsor?

Speaking Opportunities

CNTV with girl reporters, broadcasted in all hotels, convention centers and shuttle buses

Receptions & Parties

Themed Neighborhoods

Premier Booth Spaces

Premier Tickets/Seating

Convention App

Media Placement

**Sponsorship Recognition:
Program Ad Space,
Social Posts, Website,
Press Release**

Contact us today to build your sponsorship package for G.I.R.L. 2017!

Elizabeth Perez, Senior Director Partnerships, Girl Scouts of the USA

T: 212.852.6589 | eperez@girlscouts.org



G.I.R.L. 2017 Sponsorships



	\$500K (PREMIUM)	\$250K (GOLD)	\$100K (SILVER)	\$50K (BRONZE)	\$25K (PEARL)
TOPIC SPECIFIC NEIGHBORHOODS AND CONVENTION SPACES					
Select one from the following main halls: <ul style="list-style-type: none"> • Hall of Experiences (Hall C & D) • G.I.R.L. Program Hall (Hall A & B) • National Council Session (Hall A) <i>Sponsorship includes company acknowledgment/signage and speaking/workshop opportunities.</i>	Naming Opportunity				
Select one from the following topic specific neighborhoods or spaces in the Hall of Experiences to sponsor: <ul style="list-style-type: none"> • Entrepreneurship • Take Action • Outdoors • STEM • Global/Travel • Life Skills • Town Square • Girl Central (includes lunch space) <i>Sponsorship includes company acknowledgment/signage and speaking/workshop opportunities.</i>	Naming Opportunity	X	X		
Select one from the following areas geared towards a Girl Scout audience: <ul style="list-style-type: none"> • Lifetime Member Lounge • Girl Scout Alumnae Area • Delegate Reception, Lunch or Breakfast • Educational Breakout Session 					X
CONVENTION TV (CNTV) <small>As a Premiere and Gold Sponsor your brand will be featured on CNTV. CNTV will play in all hotel rooms, shuttle buses, and convention monitors.</small>					
Thought Leadership Interview — up to a 20 minute interview video-taped ahead of time and aired on the convention website for a year and on CNTV during convention	X				
Premier CNTV Placement		X			
Secondary CNTV Placement			X		
Aired interviews from your exhibit booth	X	X	X		
Convention App — Prominent logo placement each time the convention app launches	X	X			

G.I.R.L. 2017 Sponsorships



	\$500K (PREMIUM)	\$250K (GOLD)	\$100K (SILVER)	\$50K (BRONZE)	\$25K (PEARL)
ONLINE, EMAIL, MOBILE APPS, & SOCIAL MEDIA					
Volunteer App — Accessible to all volunteers before convention. Over 1,000 volunteers from Columbus as well as Girl Scout staff from across the nation.	X Landing Page	X Banner	X		
Website Visibility — Acknowledgment of your company's sponsorship, with your logo and a link to your website, will be prominently displayed on the official website for the sponsored event.	X	X	X	X	X
Microsite Visibility — Banner ad featuring your logo on all 112 Girl Scout council convention microsite.	X	X	X		
Girl Scout Pre-Event Webinars — Acknowledgment of your company's sponsorship during monthly webinars held 9 months prior to the event for Girl Scout council staff.	X	X	X		
Social Media Visibility — Acknowledgment of your company's sponsorship.	X	X	X	X	X
SPEAKING & PHOTO OPPORTUNITIES					
Plenary Thought Leadership Panel	X				
Opening and/or Closing Ceremony	X	X			
SIGNAGE & RECOGNITION					
Branded keepsake memorabilia — Company logo will be imprinted on either keepsake • beaded lanyard • embossed journal containing the program guide	X				
Multi-taction interactive way finding and engaging signage — Company logo featured prominently on this high tech — high touch interactive experience in the main concourse. The display includes immersive UGC, animation graphics and basic information for all attendees.	X				

	\$500K (PREMIUM)	\$250K (GOLD)	\$100K (SILVER)	\$50K (BRONZE)	\$25K (PEARL)
SIGNAGE & RECOGNITION continued					
Acknowledgment Signage — Company logo will be featured on appreciation signage <i>throughout</i> the convention and local airport (where applicable), with all sponsoring company’s logos listed. Examples can be provided.	X	X	X	X	X
National Council Session stage — Company logo will be prominently featured on the National Council Session stage.	X	X	X	X	X
Digital Signage — Inclusion of company logo in video loops and all informational displays around the convention venue.	X	X	X	X	X
Opening & Closing Ceremonies — On-screen recognition during Convention opening session.	X	X	X	X	X
Pre Conferences — Prior to the event GSUSA will be hosting a Girl Scouts CEO & Board Chair Conference, Philanthropy Conference and Cultural Resources Conference. Inclusion of sponsorship acknowledgment is also available here.	X	X	X	X	X
Registration Bag Insert — Get the attention of all attendees by placing company’s promotional items in the official meeting bag.	X	X	X	X	X
EVENT PROGRAM AND EXHIBIT SPACE					
Program journal cover	X				
Program ad placement on the inside cover or back inside cover		X			
Full page ad placement in program			X		
Logo recognition in the program				X	X
Premium booth space within the Hall of Experiences (<i>does not include booth activation</i>)	up to 20x20	up to 20x20			
Booth space within the Hall of Experiences (<i>does not include booth activation</i>)			up to 20x20	up to 10x10	up to 10x10
MEDIA ACKNOWLEDGMENT					
Acknowledgment of your company’s sponsorship in event press release.	X including story of sponsor alignment	X including an exec. quote	X		
Local Communications in Ohio — Radio and other communications TBD	X	X			
License to use the “Official Sponsor” event Logo in connection with promotion of your sponsorship and participation.	X	X	X	X	X
EVENT RECEPTIONS & TICKETS					
VIP Reception	20 tix	10 tix	8 tix	6 tix	4 tix
Saturday Night Reception	20 tix	10 tix	8tix	6 tix	4 tix
Opening & Closing Ceremonies	20 tix	10 tix	8tix	6 tix	4 tix

G.I.R.L. 2017 Experiences

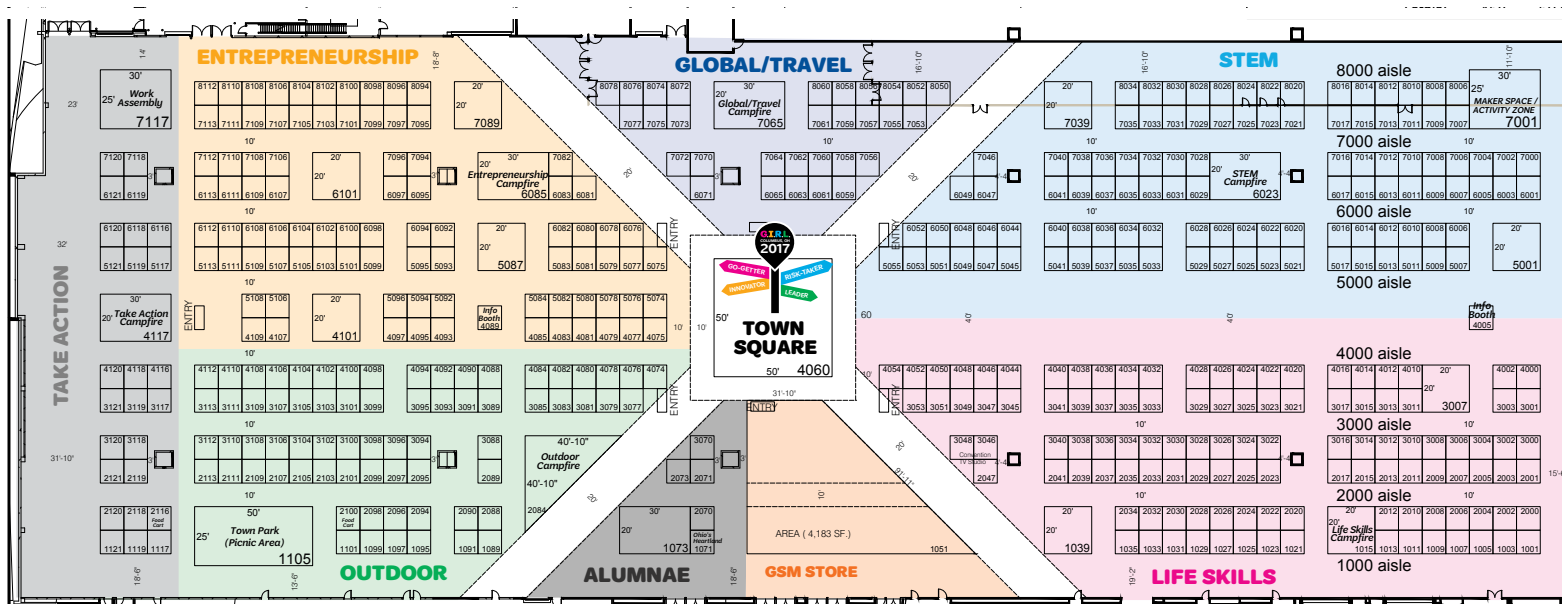


Experience the Power of a Girl!

Experience Areas Include

Take Action
Entrepreneurship
Outdoor
Global/Travel
Alumnae
STEM
Life Skills

The One-of-a-kind Hall of Experiences



Contact us today to build your sponsorship package for G.I.R.L. 2017!

Elizabeth Perez, Senior Director Partnerships, Girl Scouts of the USA

T: 212.852.6589 | eperez@girlscouts.org | girlscouts.org/girl2017

