



**G.I.R.L. Fund**

**Brand Partnerships**

# Who Are We?



## Mission

Girl Scouts builds girls of courage, confidence, and character who make the world a better place.

## Membership

Girl Scouts of Greater Los Angeles (GSGLA), a 501(c)(3) nonprofit, serves 43,000 girls, including more than 13,000 girls from low-income and underserved communities, in partnership with 24,000 adult members and volunteers.

## Programs

GSGLA is the largest girl-serving organization in Southern California, preparing girls for a lifetime of leadership through access to key experiences and programs in entrepreneurship, life skills, outdoors, and STE(A)M.

Girls unleash their inner **G.I.R.L.** (Go-getter, Innovator, Risk-taker, Leader)<sup>TM</sup> through the Girl Scout Leadership Experience.

Everything Girl Scouts do is aimed at giving each girl the opportunity to:

- ❖ **Discover** Find out who she is, what she cares about, and what her talents are
- ❖ **Connect** Collaborate with other people, locally and globally, to learn from others and expand her horizons
- ❖ **Take Action** Do something to make the world a better place

# Why Girl Scouts? Why now?



## Partner With Us

By partnering with Girl Scouts, you not only support the growth and development of our region's girls, but you also benefit by co-branding with a top-valued brand because of its significance and dependability to the communities and audiences the nonprofit serves. **Girl Scouts was ranked as the #2 brand by the [World Value Index](#) in 2017.** Constituents and consumers recognize that we demonstrate strong brand purpose, mission, and relevancy.

Girl Scouts is more than an activity, it is an identity. It is a lifelong journey that sets a girl up for success, creates opportunities, and carries her into influential, innovative careers. As today's women step into the spotlight through renewed community engagement and activism, our girls will be best prepared because of their **Girl Scouts Leadership Experience.**

# The Girl Scout Impact



## Outcomes Include

- Academic Achievement
- Career Aspirations
- Hope for the Future
- Active Learning
- Leadership Skills



# How can your company support girls?

As a **G.I.R.L. Fund Sponsor**, you can support the region's largest and leading girl-serving organization-GSGLA. Of our 43,000 Girl Scouts, 30% come from low-income underserved communities and would not be able to participate without philanthropic support. Your financial commitment paves the way for ALL girls can participate in our programs, regardless of their ability to pay.

Help us provide all girls a safe space to stretch their wings, explore their interests, and **realize their unlimited potential**. Together we can build the next generation of female leaders who are poised to make the world a better place.



# G.I.R.L. Fund Branding Partnerships

<b>Diamond</b>	<b>\$250,000</b>	<p><b><u>Presenting Sponsor and industry exclusive</u></b> across Council events  Four tables of eight to <b>Girl Scout GOLD Event</b> with product placement in gift bags   <b>Media partners</b> pitch   Joint <b>Press Release</b> on partnership   <b>Live social media</b> coverage   Website <b>feature story</b>  <i>Greater</i> publication <b>advertisement</b> three times a year   <b>Logo placement</b> on Council materials  <b>Brand recognition on social media</b> based on activities</p>
<b>Emerald</b>	<b>\$100,000</b>	<p><b><u>Sponsor</u></b> across Council events  Two tables of eight to <b>Girl Scout GOLD Event</b> with product placement in gift bags   <b>Media partners</b> coverage   Joint <b>Press Release</b> on partnership   <b>Live social media</b> coverage   Website <b>feature story</b>  <i>Greater</i> publication <b>advertisement</b> twice annually   <b>Logo placement</b> on Council materials  <b>Brand recognition on social media</b> based on activities</p>
<b>Platinum</b>	<b>\$50,000</b>	<p>Table of eight to <b>Girl Scout GOLD Event</b> with product placement in gift bags  Joint <b>Press Release</b> on partnership   <b>Live social media</b> coverage   Website <b>feature story</b>  <i>Greater</i> publication <b>advertisement</b> twice annually   <b>Logo placement</b> on Council materials  <b>Brand recognition on social media</b> based on activities</p>
<b>Gold</b>	<b>\$25,000</b>	<p>Six tickets to <b>Girl Scout GOLD Event</b> with product placement in gift bags   Website <b>feature story</b>  <i>Greater</i> publication <b>advertisement</b> once annually   <b>Logo placement</b> on Council materials  <b>Brand recognition on social media</b> based on activities</p>
<b>Silver</b>	<b>\$10,000</b>	<p>Four tickets to <b>Girl Scout GOLD Event</b> with product placement in gift bags   <i>Greater</i> publication  <b>advertisement</b> once annually   <b>Logo placement</b> on Council materials  <b>Brand recognition on social media</b> based on activities</p>
<b>Bronze</b>	<b>\$5,000</b>	<p>Two tickets to <b>Girl Scout GOLD Event</b>   <i>Greater</i> publication <b>advertisement</b> once annually  <b>Logo placement</b> on Council materials   <b>Brand recognition on social media</b> based on activities</p>

# Contact Us



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 POWERED BY GIRL SCOUTS