



**Leading Women
AWARDS**



2018 Leading Women Awards Sponsorship Opportunities

Girl Scouts of Eastern Massachusetts (GSEMA) will provide Leading Women event sponsors with visibility and hospitality benefits as outlined in the attached summary of sponsorship levels. In addition, we look forward to presenting opportunities for year-round employee engagement through volunteerism, camp tours and networking events.

Event Overview

Building strength and confidence in girls is the cornerstone of the GSEMA mission. Girl Scouts allows girls the opportunity to take risks in a safe and supportive environment, challenging her to try new things and subsequently building her confidence. Armed with this assurance, girls go on to do great things: leading peers and others, innovating and forging new paths, and thinking outside the box to benefit her family, community and beyond.

Girl Scouts of Eastern Massachusetts embraces diversity and inclusion and is committed to ensuring all girls in eastern Massachusetts, regardless of their circumstances, have access to the Girl Scout Leadership Experience. Support for the Leading Women Awards Breakfast allows us to maintain this powerful programming.

Girl Scouts has honored more than 200 women and four men with the Leading Women Award since its inception in 1992. The prestigious [list of honorees](#) includes individuals with outstanding careers who have made a significant, positive impact in an impressive array of fields. For more information or to purchase tickets, visit www.leadingwomenawards.org.

Audience Reach and Brand Recognition

We are Girl Scouts of Eastern Massachusetts – 50,000 strong! GSEMA provides leadership experiences to 35,000 girls in grades K-12 and partners with 15,000 adult volunteers in 178 communities in eastern Massachusetts.

Girl Scouts ranks in the top 20 most valued nonprofit brands according to Cone Communication's "Nonprofit Power Brand 100" and in 2015 was named one of the world's top 10 innovative companies in not-for-profit by Fast Company. Aligning with GSEMA makes a powerful statement about your commitment to the education and development of girls of all backgrounds and abilities in eastern Massachusetts to become tomorrow's women leaders.

Girl Scouts of Eastern Massachusetts

420 Boylston Street, Suite 505 • Boston, MA 02116
P: 857-453-5304 • F: 617-482-9045 • leadingwomen@gsema.org



Leading Women AWARDS



Sponsorship Investment Levels

HOSPITALITY	\$50,000 AMBASSADOR	\$25,000 SENIOR	\$15,000 CADETTE	\$10,000 JUNIOR	\$5,000 BROWNIE	\$2,500 DAISY
Table(s) of 10	3, premier seating	2, premium seating	2	2	1	1
Invitation to Leading Women honorees reception held at the Boston Sheraton hotel in February 2018.	x	x	x			
VISIBILITY*						
Leading Women invitation	Logo, premier placement	Logo	Logo	Logo	Text	Text
Advertisement in event program book	Full page, premier placement	Full page, prominent placement	½ page	1/2 page	¼ page	Listed on ad page
Recognition on GSEMA website (200,000 visitors/year)	Logo with hyperlink	Logo with hyperlink	Logo	Logo	Text	Text
Social media acknowledgment (including 6,000+ Facebook fans; 2,000+ Twitter followers)	x	x	x	x		
GSEMA e-Newsletter sponsor spotlight (35,000 household subscribers)	x	x	x			
GSEMA Ultimate Guide recognition/advertisement space (reaches 35,000 families)	1/2 page	1/4 page	1/8 page			
Recognition from the podium at event	x	x	x			
Approved promotional activity at Leading Women event	x	x				
Opportunity to offer sponsor remarks at Leading Women event	x					

*Pledges must be received by **December 1, 2017** to receive recognition on invitation and select collateral, as applicable.



Leading Women AWARDS



2018 LEADING WOMEN AWARDS SPONSORSHIP FORM

Sponsorship

- Ambassador \$50,000 Senior \$25,000 Cadette \$15,000
 Junior \$10,000 Brownie \$5,000 Daisy \$2,500

We are unable to sponsor this year but wish to:

- Purchase a table (10 guests), \$1,500
 Purchase _____ individual tickets @ \$150 each
 Make a 100% tax-deductible donation in the amount of \$_____

Please complete the following information:

Company/Organization Name (*as you would like it to appear in print recognition*):

Mailing Address:

Primary contact name, e-mail & phone (*for correspondence related to sponsorship benefit fulfillment*):

Marketing contact name, e-mail & phone (*for visual approvals and other relevant communications questions*):

Payment Method

- Please invoice me at the email address above Please invoice me by US Mail
 Check payable to Girl Scouts of Eastern Massachusetts is enclosed

Please return this completed form and payment to:

Michelle Harris, Director of Development
 Girl Scouts of Eastern Massachusetts
 420 Boylston Street, Suite 505
 Boston, MA 02116

Or by email to mharris@gsema.org.



EVENT PROGRAM RECOGNITION

Sponsor Specifications

FULL PAGE

4.5" wide x 7.5" high

HALF PAGE

4.5" wide x 3.5" high

QUARTER PAGE

2.0" wide x 3.5" high

Specifications

Black and white or grayscale eps, jpg or pdf files (press quality, fonts embedded), high resolution for print only. Camera-ready ads preferable. No faxes, web graphics or bleeds.

Deadlines

January 13, 2018: deadline for camera-ready file of advertisement

Submission

If you have any questions regarding your space, please contact:

Michelle Harris
857-453-5329
mharris@gsema.org

Please send files to mharris@gsema.org.

