

ToGetHerThere: The Movement

Girl Scouts of the USA has launched the largest, boldest advocacy and fundraising cause dedicated to girls' leadership in the history of our nation: **ToGetHerThere**.

Girl Scouts is leveraging this unique moment in our history to create a foundation for the future: a multiyear, multipronged effort to break down societal barriers that hinder girls from leading and achieving success in every field from technology and science to business and industry.

Our long-term goal is ambitious and urgent. We are calling on all members of society to help girls reach their leadership potential, because when girls succeed, so does society. All of us have a role in making that happen. **Together, we will get her there.**

The Luncheon: Wednesday, Dec. 10, 2014 at the Hollywood & Highland Ballroom

Over 800 of the most accomplished and influential women and men in Los Angeles will gather for the second **ToGetHerThere Luncheon** to celebrate female leadership and to inspire Emerging Leaders—Girl Scouts who are making a difference in their communities and poised to be the leaders of tomorrow.

The ToGetHerThere Luncheon will honor our **ToGetHerThere Champions**: corporations who are leaders in our community and represent a variety of industries. These champions have made a commitment ToGetHerThere through their financial support of Girl Scout programs that focus on Leadership; Business & Financial Literacy; Outdoor Adventure; STEAM (Science, Technology, Engineering, Art, & Math); and Healthy Living.

Previous Sponsors: Sun America Retirement Markets, Nestlé, DineEquity, Southern California Gas/Sempra, Deloitte, Korn/Ferry International, Wells Fargo, NBC Universal, Ralphs/Food4Less, Bank of America, Princess Cruises, Capital Research and Management Company, Mattel, Toyota, Union Bank, AECOM, KPMG, Cushman & Wakefield, UPS Foundation, Westfield, Ernst & Young, Gibson Dunn & Crutcher, Seyfarth Shaw, LLP

Leadership Experience: Emerging Leader Minute Mentoring

One hundred high school Girl Scouts selected for their extraordinary accomplishments, demonstrated leadership, community service, and dedication to the values of Girl Scouting will participate in the luncheon. The Emerging Leaders will meet with female executives in the morning and then network with community leaders throughout the luncheon. Many of these girls have earned the Gold Award, the highest achievement in Girl Scouts. These Emerging Leader Girl Scouts represent the best and brightest of today's youth and tomorrow's leaders.

We invite you to join us.

We can't transform American leadership in a year, but we can transform expectations in a year. We can transform awareness in a year. Together, we can get her there. Get Informed. Speak up. Invest in girls. Be a part of the Movement **ToGetHerThere**.

ToGetHerThere Luncheon Sponsorship Opportunities

ToGetHerThere Champion - \$50,000

- Designation as a **ToGetHerThere Program Champion**. *Interested companies sponsor annual Girl Scout program: Business & Financial Literacy, Outdoor Adventure, Leadership (Gold Award), STEAM (Science, Technology, Engineering, Art, & Math), Healthy Living*
- Additionally, listed as a Sponsor for **Girl Scouts Leadership Experience program**
- Senior female executive **ToGetHerThere Champion**
- Name/logo featured as a ToGetHerThere Sponsor on all event signage
- Full leveraging rights of the luncheon logo through December 31, 2014
- Opportunity to provide 2-3 female role models for mentoring discussions with Emerging Leader Girl Scouts
- Meet-and-greet photo opportunities with special guests
- Sponsorship recognition from main stage during luncheon
- Inclusion in all press releases and announcements related to the event. Promotion of sponsorship in GSGLA monthly e-newsletter (68,000 recipients)
- Premium seating for two tables of 10 (includes hosting of 1-2 Girl Scouts at each table)
- Full page in program book and *Greater* mailer (35,000 households); logo placed in e-news publication *Great Friends* (32,000 recipients)
- Identification, brand logo, and hyperlink included on the ToGetHerThere Luncheon web page

Women of Distinction - \$25,000

- Name/logo featured as a **Women of Distinction Sponsor**
- Full leveraging rights of the luncheon logo through December 31, 2014
- Opportunity to provide 1-2 female role models for mentoring discussions with Emerging Leader Girl Scouts
- Sponsorship recognition from main stage during luncheon
- Sponsor branding & recognition during mentor session
- Name/logo featured as a ToGetHerThere Sponsor on all event signage
- Inclusion in all press releases and announcements related to the event. Promotion of sponsorship in the following: GSGLA monthly e-newsletters (68,000 recipients), *Greater* mailer (35,000 households), *Great Friends* (32,000 recipients)
- Prime seating for two tables of 10 (includes hosting of 1 Girl Scout at each table)
- Full page in program book
- Identification, brand logo, and hyperlink included on the ToGetHerThere Luncheon web page

Leadership Experience - \$10,000

- Name/logo featured as a Leadership Experience Sponsor
- Opportunity to provide female role model for roundtable discussions
- One table of 10 (includes hosting 1 Girl Scout)
- 1/2 page in program book
- Sponsor branding and recognition during mentor session
- Name/logo featured as Leadership Experience Sponsor on all event signage
- Identification, brand logo, and hyperlink included on the ToGetHerThere Luncheon web page

Emerging Leader - \$5,000

- Name/logo featured as Emerging Leader Sponsor
- One table of 10 (includes hosting 1 Girl Scout)
- 1/4 page in program book
- Listing on ToGetHerThere Luncheon web page

To learn how your company can join the ToGetHerThere Movement contact Velma Brooks-Benson, Special Events Manager at 626.677.2238 or vbrooksbenson@girlscoutsla.org for sponsorship opportunities.

