

girl scouts
greater los angeles *presents*

NOV 9, 2013
LOS ANGELES
CONVENTION CENTER

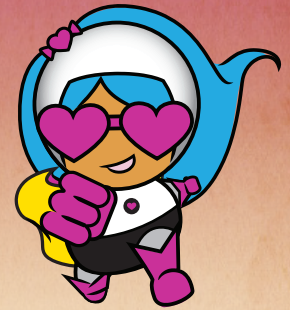
girl TOPIA

THE WORLD OF GIRL ♥ ♣ ★

FEATURING

TEEN summit





GIRLTOPIA IS L.A.'S PREMIER EVENT FOR GIRLS

Hosted by Girl Scouts of Greater Los Angeles,

Girltopia: The World of Girl will welcome thousands of girls to have fun, engage in activities, and be inspired! This year's event features Teen Summit, an awe-inspiring leadership conference just for tweens and teens!

EVENT DETAILS

Saturday, November 9, 2013

9:00 a.m. to 5:00 p.m.

Los Angeles Convention Center

This one-day expo and conference targets 15,000 girls and young women ages 5-18 and their families—active and engaged participants with significant buying power and influence.





GIRLTOPIA HIGHLIGHTS



- 250,000 sq. ft. of exciting expo floor
- Six engaging expo “villages” themed after the six Girl Scout program areas (Arts & Culture; Business Smarts; Environment & Outdoor Adventure; Leadership; STEM – science, technology, engineering, math; and Wellness & Healthy Living)
- 300+ interactive exhibit booths hosting activities, presentations, and demos
- A performance-packed main stage featuring popular music artists, celebrity guests, fashion shows, and more
- An active Sports Zone filled with sports clinics, games, and inflatables
- “Village” stages, showcasing local talent, presenters, and demos
- Teen Summit conference engaging girls grades 6-12 in issues and conversations relevant to middle school and high school girls.



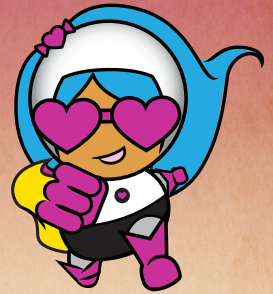
INTRODUCING...TEEN SUMMIT @ GIRLTOPIA!

This year's event will feature a dedicated conference just for tweens and teens!



WHAT IS TEEN SUMMIT?

- All-girl space for 1,000 girls grades 6-12
- Inspiring workshops and speakers on tween/teen specific topics such as body image, personal brand building, anti-bullying, careers, "going green," leadership in business, the college years, and more
- Opportunity to interact with high school and middle school girls
- An inviting space for older girls to connect with one another from across Greater L.A.
- Teen Summit luncheon and keynote speaker
- Older girls may also explore the Girltopia expo floor



SPONSORSHIP OPPORTUNITIES



- Presenting Sponsor
- Village Sponsor
- Entertainment Sponsor
- Teen Summit Presenting Sponsor
- Teen Summit Workshop Track Sponsor
- Teen Summit Luncheon Sponsor
- Volunteer Lounge Sponsor
- Photo Station Sponsor
- Product Placement
- Branding Opportunities



SPONSOR BENEFITS

The Girltopia Team can help create a sponsorship opportunity unique to you and your business.

BENEFITS OUTLINE

- Customized exhibit space & preferred expo floor location
- Event signage logo recognition
- Branding opportunities
- Recognition on event collateral
- Pre-event marketing to 60,000+ Girl Scout members (mailers, program guides, publications)
- Online recognition (council and event websites, social media, e-newsletters)
- Pre-event media promotion & PR recognition



PLUS...

- Quantifiable community commitment
- Brand exposure to 15,000 girls, parents, and volunteers
- Direct consumer engagement
- Alignment with iconic nonprofit brand



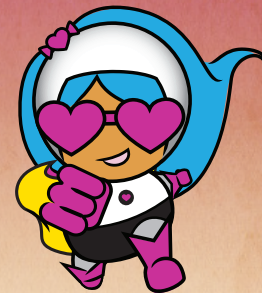
EXPECTED ATTENDEES & INVITED GUESTS

Aligning your company with the advancement of girls and the leading girl-serving nonprofit in the country will enhance your brand awareness among a powerful demographic.



GIRLTOPIA AUDIENCE

- Girltopia 2013 will welcome **15,000 guests, 80% of which are girls and teens and 20% of which are adults/parents.**
- Girltopia attendees are interested in **leadership, technology, outdoor adventure, business, the arts, sports, music, science, fashion, financial literacy, gaming, wellness, and more.**
- Girltopia will be marketed to a Girl Scout audience of more than **40,000 girls, 20,000 adult members, and 17,000 alumnae.**
- Girltopia will be promoted to Girl Scouts of Greater Los Angeles' **community partners and to Girl Scout councils nationwide.**



ESTIMATED IMPRESSIONS

Girltopia 2011 was a phenomenal success! With its unique, girl-inspired focus, diverse offerings, and high visibility venue (the Los Angeles Convention Center), the inaugural event attracted the attention of millions of girls and families in the greater Los Angeles area. **Pre-event promotion and ad saturation produced a sold-out event two months before doors opened on October 29.**

GIRLTOPIA 2011 IMPRESSIONS

Media Partnerships	6,000,000
Paid Advertising	8,650,000
Broadcast PR	16,000,000
Print/Online PR	1,490,000
TOTAL	32,140,000 IMPRESSIONS

GIRLTOPIA INTERNAL PROMOTION

- GSGLA website – www.GirlscoutsLA.org
- NEW Girltopia event website – www.GirltopiaLA.org
- Social media campaigns – Facebook, Twitter, YouTube
- All-membership e-newsletter – 68,000 unique addresses
- Alumnae e-newsletter – 17,000 unique addresses
- Collateral at Girl Scout Service Center Shops & Camps
- Posters in partner facilities – 500 (ex: Boys & Girls Club)



2011 SPONSOR AND EXHIBITOR HIGHLIGHTS

2011 LEAD SPONSORS

- Toyota
- Mattel
- Wells Fargo
- THQ
- Little Brownie Bakers
- Toshiba
- Ralphs/Food 4 Less
- Ernst & Young

2011 EXHIBITOR HIGHLIGHTS

- AEG/LA Live
- Beanfield Snacks
- Celestron
- Clif Bar & Company
- Cupcakes Wars
- FIDM
- International
- Justine Magazine
- Kidspace Children's Museum
- La Curacao
- Microsoft
- Los Angeles Kings
- Los Angeles Sparks
- NASA/JPL
- The Princeton Review
- Sea World
- Society of Women Engineers
- Walt Disney Studios/El Capitan
- Women in Gaming
- US Army Corps of Engineers

2011 MEDIA PARTNERS

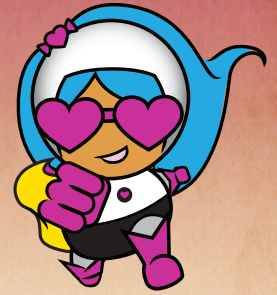
- KTLA
- Clear Channel



YOUR SUPPORT MAKES A DIFFERENCE TO GIRLS

Your support of Girltopia provides critical funding for Girl Scout programs throughout the year. **Only 1 in 5 girls believes she has what it takes to be a leader. Girl Scouts is breaking down the barriers that hinder girls from leading and achieving success.**

- Girl Scouts of Greater Los Angeles serves more than **40,000 girls, grades K-12, from all ethnic, religious, and socioeconomic backgrounds and abilities**
- **More than 23%** of our girls come from underserved communities
- **More than 6,000 at-risk girls** participate in our afterschool programs
- **More than 4,500 area girls receive financial assistance** each year from the council to attend summer camp or participate in year-round Girl Scout activities.
- **We have 13,000 core volunteers** who receive training and support to deliver programs to girls.
- **It costs the council \$375 per girl to provide a year of programs and services.** Girl Scouts relies on public support from individuals, corporations, and foundations to meet the need.



SPONSOR GIRLTOPIA



CONTACT US

The Girltopia Sponsorship Team is eager to help create a sponsorship opportunity unique to you and your business.

Contact the Girltopia Sponsorship Team:
sponsor@girltopiala.org or (626) 677-2242.

For more about Girltopia, exhibitor/sponsor information, and the Girltopia 2011 photo gallery, **visit www.GirltopiaLA.org.**

