



## LEADING WOMEN AWARDS 19<sup>th</sup> ANNUAL BREAKFAST CELEBRATION

November 9, 2010 • 7:30-9:30am • Seaport Hotel - Plaza Ballroom, Boston

95 Berkeley Street, Boston, MA 02116 • 617 482 1078 • [www.hergirlscouts.org](http://www.hergirlscouts.org)

### ABOUT THE LEADING WOMEN AWARDS

#### What is the Leading Women Award?

Girl Scouts instituted the Leading Women Award to recognize outstanding women whose accomplishments make them superb role models for Girl Scouts - the leading women of tomorrow. The award honors the leadership qualities that the Girl Scout organization strives to build in girls. The Leading Women Award is a mark of professional achievement and influence in the eastern Massachusetts business community.

#### Who are "Leading Women"?

Since 1992, we have honored over 200 women with the Leading Women Award in eastern Massachusetts. The prestigious list of past honorees includes women of outstanding success who made a phenomenal impact in an impressive array of fields. They come from every imaginable career and community. Because the awards are based on the principles of Girl Scouting, our Leading Women are explorers, collaborators and innovators - women of courage, confidence and character who make the world a better place. Our honorees are opinion leaders and visionaries who are blazing a path for today's girls - our next generation of dynamic women leaders.

#### What is the Leading Women Awards Event?

Our signature event and major corporate fundraiser, the Leading Women Awards brings members of the greater Boston professional community together in support of Girl Scouts and our honorees. It is a high-energy breakfast event that brings a fabulous group of people together for a spirited, inspirational program. Outstanding Girl Scouts mingle with executives and take the stage to present our honorees, so our supporters can see first-hand why Girl Scouts is an organization worthy of their investment. It is an uplifting, exhilarating event that provides a great opportunity to network and show your support.

#### Who attends the Leading Women Awards?

Professionals from businesses, non-profits, the government, education, and corporations turn out for the Leading Women Awards - over 600 people give the event electricity, even at 7:30 in the morning! People who attend the celebration believe in the value of Girl Scouting, which played a part in the development of many of each year's honorees. The celebration is a community and network of executives and friends who support us and celebrate the accomplishments of outstanding women.

#### What is Give a Girl Scout a Seat?

At the awards celebration, many sponsors reserve a seat at their table for a Girl Scout who would like to attend. By giving a Girl Scout a seat, our sponsors make it possible for girls to hear from and be inspired by these outstanding women leaders. The guests also enjoy hearing from our girls, whose accomplishments make it clear that our organization is worth supporting. Please participate in this program and enjoy time with a member of the next generation of Leading Women. If you would like to Give a Girl Scout a Seat, please check the box on the Sponsorship Agreement.



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## SPONSORSHIP PACKAGES

### **Presenting Sponsor**                    **\$25,000**

- VIP invitation to pre-event photo opportunity with honorees
- Spotlight in one GSEM e-newsletter to 38,000 households
- Company logo on main stage signage
- Opportunity to provide promotional items to participants
- Company logo in pre-event media/advertising
- Pre- and post-event press releases announcing company support
- Recognition from the main stage
- Company logo given premiere placement on invitation, save-the-date, audio/visual presentation, event signage, Leading Women Awards webpage, and three event email communications
- Full page company ad featured in premiere location in event program booklet
- Three VIP tables (30 seats) in premiere location at the event

### **Leading Sponsor**                    **\$15,000**

- Pre- and post-event press releases announcing company support
- Recognition from main stage
- Company logo featured prominently on invitation, save-the-date, audio/visual presentation, event signage, Leading Women Awards webpage, and three event email communications
- Full page company ad featured prominently in event program booklet
- Two VIP tables (20 seats) in prominent location at the event

### **Gold Sponsor**                    **\$10,000**

- Recognition from main stage
- Company name listed on invitation, audio/visual presentation, event signage, Leading Women Awards webpage, and three event email communications
- Half page company ad featured in event program booklet
- Two tables (20 seats) at the event

### **Silver Sponsor**                    **\$5,000**

- Company name recognized in event audio/visual presentation
- Company listed on event signage
- Quarter page company ad in event program booklet
- One table (10 seats) at the event

### **Table Sponsor**                    **\$1,500**

- Company name listed in event program booklet
- One table (10 seats) at the event



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## SPONSORSHIP AGREEMENT

Please check your sponsorship package, ticket or advertising purchase:

Presenting \$25,000     Leading \$15,000     Gold \$10,000     Silver \$5,000  
 Table \$1,500     Ticket \$150 - Quantity: \_\_\_\_\_

We would like to give back \_\_\_\_ ticket(s) to the "Give a Girl Scout a Seat" program

Event Program Booklet Ad (if not included in sponsorship package):

Full page \$1,000     Half page \$750     Quarter page \$500     Eighth page \$250

## Sponsor Profile

Please submit this information as you would like it to appear in the event program booklet and as otherwise specified in your sponsorship package:

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

## Method of Payment

Check payable to Girl Scouts of Eastern Massachusetts is enclosed.

Donation made online at [www.girlscoutseasternmass.com](http://www.girlscoutseasternmass.com)     MasterCard     Visa

Name as it appears on card: \_\_\_\_\_

Address: \_\_\_\_\_

Account number: \_\_\_\_\_

Signature: \_\_\_\_\_ Exp Date: \_\_\_\_\_

Girl Scouts of Eastern Massachusetts is a non-profit 501(c)(3) organization. Contributions are tax-deductible to the extent allowed by law. Mail payment and form to Girl Scouts of Eastern Massachusetts, Leading Women Awards, 95 Berkeley Street, Boston, MA 02116.



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**PROGRAM BOOKLET ADVERTISING SPECIFICATIONS AND RATES**

**Advertisement Opportunities**

**FULL PAGE**

4.5" wide x 7.5" high, \$1,000

**HALF PAGE**

4.5" wide x 3.5" high, \$750

**QUARTER PAGE**

2.0" wide x 3.5" high, \$500

**EIGHTH PAGE**

2.0" wide x 1.5" high, \$250

**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**

**October 8, 2010:** deadline for ad content if you are requesting that GSEM create your ad.

**October 12, 2010:** deadline for camera-ready files (eps, jpg, pdf of complete ad).

**Ad Submission**

If you have any questions regarding your ad, contact Kim Sebastiao at 857-453-5325. Please submit your ads to Kim at [ksebastiao@girlscoutseasternmass.org](mailto:ksebastiao@girlscoutseasternmass.org).

