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www.hergirlscouts.org



## Forever Green Gala Celebration Partnership

The Girl Scouts mission is to build girls of courage, confidence and character who make the world a better place. Celebrating its 100th Anniversary in 2012, Girl Scouts was established in 1912 and delivers quality, diverse programming where girls Discover, Connect and Take Action.

In our 100<sup>th</sup> anniversary year, we invite corporations and foundations to partner with the Girl Scouts of Eastern Massachusetts. Your brand will have a significant presence at our signature fundraising event, the Forever Green Gala Celebration.

## Partnership Visibility Opportunities

It is our goal to provide the corporate community with positive exposure demonstrating your commitment to helping girls in the local area. In return for your generosity as a sponsor, you will receive acknowledgment throughout the year as a 100<sup>th</sup> Anniversary Partner as well as recognition at the **Forever Green Celebration on March 29, 2012.**

The Girl Scouts of Eastern Massachusetts' high profile fundraising event celebrates our 100<sup>th</sup> anniversary and features **Girl Scout alumna Chelsea Clinton**. Chaired by Governor Deval L. Patrick and First Lady of Massachusetts Diane Patrick, Mayor Thomas M. Menino and First Lady of Boston Angela F. Menino, Larry and Stacey Lucchino, and Greg and Michelle Shell, the evening's festivities will include a fashion show by Girl Scouts and entertainment.

## Partnership Benefits

### Audience Reach

Girl Scouts of Eastern Massachusetts provides leadership experiences to 41,000 girls ranging in age from five to 17 with the aid of more than 18,000 adult volunteers. We serve over 38,000 families and are present in 178 communities in eastern Massachusetts, from the New Hampshire border to the Cape and the islands.

One of every seven girls in eastern Massachusetts is a Girl Scout, establishing us as the largest girl-serving organization in the Commonwealth. In fact, every 13 minutes a girl in our Commonwealth becomes a Girl Scout.

### Strong Brand and Value

By partnering with Girl Scouts, you reap the benefits of co-branding with one of the top twenty most valued and visible brands - according to the 2011 Cone "Nonprofit Power Brand 100" the calculated brand value of Girl Scouts is \$636 million.

Girl Scouts of Eastern Massachusetts

95 Berkeley Street • Boston, MA 02116 • P: 617-482-1078 • F: 617-482-9045 • [events@girlscoutseasternmass.org](mailto:events@girlscoutseasternmass.org)



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## Partnership Levels

Outlined below are sponsorship opportunities for the **Forever Green Gala Celebration**. All of our levels are customizable to meet your goals and needs.

### Take Action Sponsor **\$100,000**

Distinction as a "Take Action" sponsor entitles you to:

- Company information table/booth at all Girl Scouts of Eastern Massachusetts 100<sup>th</sup> anniversary events
- Opportunity to give the welcome from the stage at the Forever Green Gala Celebration
- Company logo on main stage signage at the Forever Green Celebration
- Opportunity to provide promotional items to participants and product placement
- Opportunity to place free-standing company signage in registration area
- Company logo given premiere placement on the Forever Green Celebration materials: auction paddles, audio/visual presentation, signage, program booklet and e-communications
- Recognition from main stage during the Forever Green Celebration
- Two tables (20 tickets) in premiere location and 10 complimentary parking passes for the Forever Green Celebration
- Full page ad on inside front cover of the Forever Green Celebration program booklet
- Recognition as leading sponsor of the pre-event VIP receptions at the Forever Green Celebration with photo opportunity
- Partner with us on one of our many girl programs to create a signature corporate patch
- Mention in radio PSA and print media
- Premiere logo placement on home page of the Girl Scouts of Eastern Massachusetts' Web site
- Spotlight article and logo placement in one Girl Scouts of Eastern Massachusetts e-newsletter (minimum 38,000 households)
- Full page advertisement in the Ultimate Guide, a publication that reaches families with girls ages 5-17 and adults who are interested in leadership development, education, recreation and social opportunities for their children
- Inclusion in social media strategies utilized by the Girl Scouts of Eastern Massachusetts
- Logo placement in the Girl Scouts of Eastern Massachusetts' Annual Report
- Recognition in press releases pertaining to the 100<sup>th</sup> Anniversary

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## Connect Sponsor

**\$75,000**

Distinction as a "Connect" sponsor entitles you to:

- Company logo on main stage signage at the Forever Green Gala Celebration
- Opportunity to provide promotional items to participants and product placement
- Opportunity to place free-standing company signage in registration area
- Company logo given prominent placement on Forever Green Celebration materials: auction paddles, audio/visual presentation, signage, program booklet and e-communications
- Recognition from main stage during the Forever Green Celebration
- Two tables (20 tickets) in prominent location and five complimentary parking passes for the Forever Green Celebration
- Full page ad on inside back covers of the Forever Green Celebration program booklet
- Recognition as a sponsor of the pre-event VIP receptions at the Forever Green Celebration with photo opportunity
- Partner with us on one of our many girl programs to create a signature corporate patch
- Mention in radio PSA and print media
- Prominent logo placement on Girl Scouts of Eastern Massachusetts' Web site
- Spotlight article in one Girl Scouts of Eastern Massachusetts e-newsletter (minimum 38,000 households)
- Half page advertisement in the Ultimate Guide, a publication that reaches families with girls ages 5-17 and adults who are interested in leadership development, education, recreation and social opportunities for their children
- Inclusion in social media strategies utilized by the Girl Scouts of Eastern Massachusetts
- Logo placement in the Girl Scouts of Eastern Massachusetts' Annual Report
- Recognition in press releases pertaining to the 100<sup>th</sup> Anniversary

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## Discover Sponsor

**\$50,000**

Distinction as a "Discover" sponsor entitles you to:

- Recognition from main stage during the Forever Green Celebration
- Opportunity to provide promotional items to participants and product placement
- Opportunity to place free-standing company signage in registration area
- Company logo on 100<sup>th</sup> anniversary print materials: auction paddle, audio/visual presentation, signage, program booklet and e-communications
- Two tables (20 tickets) at the Forever Green Celebration
- Full page (front or back inside cover) ad in the Forever Green Celebration program booklet
- Invitation to pre-event VIP reception at the Forever Green Celebration with keynote speaker photo opportunity
- Partner with us on one of our many girl programs to create a signature corporate patch
- Mention in radio PSA and print media
- Logo placement on Girl Scouts of Eastern Massachusetts' Web site
- Spotlight in one Girl Scouts of Eastern Massachusetts e-newsletter (minimum 38,000 households)
- Half page advertisement in the Ultimate Guide, a publication that reaches families with girls ages 5-17 and adults who are interested in leadership development, education, recreation and social opportunities for their children
- Inclusion in social media strategies utilized by the Girl Scouts of Eastern Massachusetts
- Logo placement in the Girl Scouts of Eastern Massachusetts' Annual Report
- Recognition in press releases pertaining to the 100<sup>th</sup> Anniversary

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**Gold Award Sponsor      \$25,000**

Distinction as a "Gold Award" sponsor entitles you to:

- Recognition from main stage during the Forever Green Celebration
- Opportunity to provide promotional items to participants
- Opportunity to place free-standing company signage in registration area
- Company logo on 100<sup>th</sup> anniversary print materials: such as auction paddle, audio/visual presentation, signage, program booklet and e-communications
- Two tables (20 tickets) at the Forever Green Celebration
- Full page ad in the Forever Green Celebration program booklet
- Invitation to pre-event VIP reception at the Forever Green Celebration with keynote speaker photo opportunity
- Partner with us on one of our many girl programs to create a signature corporate patch
- Mention in radio PSA and print media
- Company name listed on Girl Scouts of Eastern Massachusetts' Web site
- Company name listed in one Girl Scouts of Eastern Massachusetts e-newsletter (38,000 households)
- Quarter page advertisement in the Ultimate Guide, a publication that reaches families with girls ages 5-17 and adults who are interested in leadership development, education, recreation and social opportunities for their children
- Company name listed in the Girl Scouts of Eastern Massachusetts' Annual Report
- Recognition in press releases pertaining to the 100<sup>th</sup> Anniversary

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**Silver Award Sponsor      \$15,000**

Recognition as a "Silver Award" sponsor entitles you to:

- Recognition from main stage during the Forever Green Celebration
- Opportunity to provide promotional items to participants
- Company logo on 100<sup>th</sup> anniversary print materials: auction paddle, audio/visual presentation, signage, program booklet and e-communications
- Two tables (20 tickets) at the Forever Green Celebration
- Full page ad in the Forever Green Celebration program booklet
- Mention in radio PSA and print media
- Company name listed on the Girl Scouts of Eastern Massachusetts' Web site
- Company name listed in one Girl Scouts of Eastern Massachusetts e-newsletter (38,000 households)
- Company name listed in the Girl Scouts of Eastern Massachusetts' Annual Report
- Recognition in press releases pertaining to the 100<sup>th</sup> Anniversary



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## **Bronze Award Sponsor      \$10,000**

Recognition as a "Bronze Award" sponsor entitles you to:

- Recognition from main stage during the Forever Green Celebration
- Opportunity to provide promotional items to participants
- Company logo on 100<sup>th</sup> anniversary print materials: auction paddle, audio/visual presentation, signage, program booklet and e-communications
- Two tables (20 tickets) at the Forever Green Celebration
- Full page ad in the Forever Green Celebration program booklet
- Mention in radio PSA and print media
- Company name listed on the Girl Scouts of Eastern Massachusetts' Web site
- Company name listed in one Girl Scouts of Eastern Massachusetts e-newsletter (38,000 households)
- Company name listed in the Girl Scouts of Eastern Massachusetts' Annual Report
- Recognition in press releases pertaining to the sponsored program

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

Recognition as a "Pathway" sponsor entitles you to:

- Opportunity to provide promotional items to participants
- Company name listed on sponsored program materials, such as auction paddle, audio/visual presentation, signage, program booklet and e-communications
- One table (10 tickets) at the Forever Green Celebration
- Half page ad in the Forever Green Celebration program booklet
- Company name listed in one Girl Scouts of Eastern Massachusetts e-newsletter (38,000 households)
- Company name listed in the Girl Scouts of Eastern Massachusetts' Annual Report
- Recognition in press releases pertaining to sponsored program

**All corporate partnership packages are customizable. Individual tickets to the Forever Green Celebration are available for \$250.**

**For additional information, please contact Mary Tiernan at  
MTiernan@girlscoutseasternmass.org**

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## PROGRAM BOOKLET ADVERTISING SPECIFICATIONS AND RATES

### Advertisement Opportunities

#### FULL PAGE

4.5" wide x 7.5" high, \$2,500

#### HALF PAGE

4.5" wide x 3.5" high, \$1,500

#### QUARTER PAGE

2.0" wide x 3.5" high, \$1,000

#### EIGHTH PAGE

2.0" wide x 1.5" high, \$500

### 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.

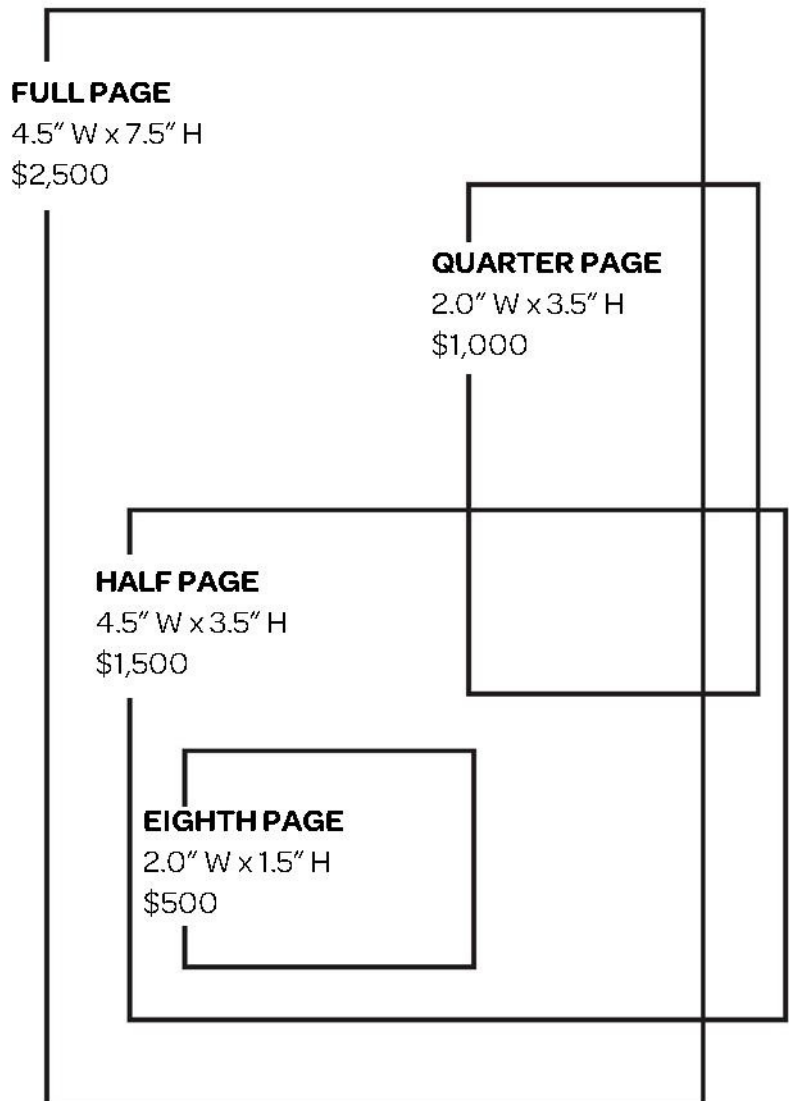
### Deadlines

**February 13, 2012:** deadline for ad content if you are requesting that GSEM create your ad.

**February 20, 2012:** 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 [events@girlscoutseasternmass.org](mailto:events@girlscoutseasternmass.org).



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, Forever Green Celebration, 95 Berkeley Street, Boston, MA 02116.



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## FOREVER GREEN GALA CELEBRATION SPONSORSHIP AGREEMENT

Sponsorship Level/Amount: \_\_\_\_\_

### 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:

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

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

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

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

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

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

If purchasing an Event Program Booklet Advertisement separately:

Full page \$2,500  Half page \$1,500  Quarter page \$1,000  Eighth page \$500

### Method of Payment

Pledge amount \$\_\_\_\_\_. Please send an invoice to the address above.

Check payable to Girl Scouts of Eastern Massachusetts is enclosed.

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

Donation made by credit card  MasterCard  Visa  Discover

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

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

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

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

*Thank you for your support!*

Questions? Please contact Kim Sebastiao at 857-453-5325 or [events@girlscoutseasternmass.org](mailto:events@girlscoutseasternmass.org).

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