



2017 Leading Ladies Awards Brunch

Tuesday, March 14, 2017 | 10 am – Noon | Wynlakes Country Club, Montgomery
7900 Wynlakes Boulevard, Montgomery, AL 36117

About the Leading Ladies Awards

What is the Leading Ladies Award?

Girl Scouts of Southern Alabama celebrates women and organizations who have distinguished themselves as outstanding members of the community through individual excellence and high levels of achievement. The Leading Ladies Awards event celebrates individuals and organizations that are making a positive impact in their professional lives and in their communities, especially when they are directing those efforts to support the advancement of girls and women. This event gives us the opportunity to demonstrate why investing in girls is so important. These girls will one day become women leaders in our communities and workplaces.

Who are “Leading Ladies”?

For more than 20 years, Girl Scouts of Southern Alabama and its legacy councils, honored hundreds of women with the Women of Distinction award. We are now introducing the Leading Ladies Award, allowing us to continue honoring outstanding women in our community. Leading Ladies include women who are making an extraordinary impact in various fields. They have made special contributions to their communities through civic, academic, or professional efforts and are exemplary role-models for girls. Because these awards are based on Girl Scouting principles, our Leading Ladies are explorers, collaborators, and innovators. They are women of courage, confidence, and character who are making the world a better place. Honorees are opinion leaders and visionaries who are blazing a path for today’s girls – the next generation of dynamic women leaders.

What is the Leading Workplace for Women Award?

The Leading Workplace for Women award recognizes an organization that supports girl and women's leadership and success. Organizations that support and encourage women leadership are important to Girl Scouts of Southern Alabama. Equal opportunity in the workplace helps women reach their potential and allows the community to fully benefit.

What is the Leading Ladies Awards Event?

The Leading Ladies Awards Brunch serves not only as a forum for recognizing outstanding women and organizations in southern Alabama, but also is an important fundraising event and promotion for Girl Scouting in the southern Alabama service area.

Who attends the Leading Ladies Awards?

This is the inaugural year for the Leading Ladies Awards. The audience for this event will be similar to attendees of our previous Women of Distinction events. It will include professionals from businesses, non-profits, the government, education, and corporations. We are expecting more than 300 to attend. People who attend believe in the value of Girl Scouting, which played a part in the development of many of their lives. It is a celebration to support our girls and celebrate the accomplishments of outstanding women and organizations who support women and girls.

About Girl Scouts of Southern Alabama

It began more than 100 years ago with one woman, Girl Scouts' founder Juliette Gordon "Daisy" Low, who believed in the power of every girl. She organized the first Girl Scout troop on March 12, 1912, in Savannah, Ga, and every year since, we've made her vision a reality, helping girls discover their strengths, passions, and talents. Today we continue the Girl Scout mission of building girls of courage, confidence, and character, who make the world a better place.

We're the preeminent leadership development organization for girls in southern Alabama. We are more than 10,000 girls and adult volunteers strong. We believe that girls can change the world. Our council territory spans 30 counties across southern Alabama, from the Black Belt and Capitol City to Auburn/Opelika area, down through the Wiregrass, and over to the Gulf Coast. Our Discover, Connect, and Take Action programs offer every girl in grades K-12 a chance to do something amazing. Together, with our staff, volunteers, and donors, we are building self-confidence and leadership skills in all girls -- regardless of their socioeconomic status, race, or religion.

Where Will Your Sponsorship Go?

As the world's oldest and largest leadership organization for girls, Girl Scouts of the USA knows that when you invest in girls, you help them develop the power to effect meaningful change in the world. Supporting and implementing girls' vision and leadership capacity has far-reaching effects at the community level and beyond.

Whether harvesting community gardens they planted for food banks, initiating programs to combat bullying in schools, cleaning local streams for future generations, or using their STEM skills to assist those with disabilities, Girl Scouts activate their inner G.I.R.L. (Go-getter Innovator, Risk-taker, Leader)™ to make a demonstrable difference in the world.

Throughout the last century, the Girl Scout experience has been a key way by which girls have forged their leadership paths. A girl who earns her Girl Scout Gold Award — the highest honor in Girl Scouts, celebrating its centennial in 2016 — has dedicated at least 80 hours to a project that has a lasting and sustainable impact in her area. With thousands of girls earning the Gold Award each year, Girl Scouts collectively spend nearly half a million hours annually engaged in Take Action projects that enhance the lives of people in their communities and beyond.

Your investment will directly impact the lives of girls. Because when girls succeed, so does society.



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2017 SPONSORSHIP PACKAGE

Presenting Sponsor

\$25,000

- Logo/Name recognition as presenting sponsor
 - Logo/name on event collateral
 - 2 tables (8 seats each)
 - Full page in program booklet
 - Branded items in Leading Ladies appreciation gift bags
 - Highlighted in GSSA publications
 - Company article in GSSA quarterly newsletter
 - Logo and link on event webpage

Gold Sponsor

\$10,000

- Logo/name on event collateral
 - 2 tables (8 seats each)
 - Full page in program booklet
 - Highlighted in GSSA publications
 - Logo and link on event webpage

Silver Sponsor

\$5,000

- Logo/name on event collateral
 - 1 table (8 seats)
 - $\frac{1}{2}$ page in program booklet
 - Logo and link on event webpage

Bronze Sponsor

\$2,500

- 1 table (8 seats)
 - $\frac{1}{4}$ page in program booklet
 - Logo and link on event webpage

Friend of Girl Scouting

\$1,500

- 1 table (8 seats)
 - Logo and link on event webpage

Luncheon Program Advertisement

Full Page \$700

Half Page \$500

Half Page \$500
Quarter Page \$300

Business Card \$150

Inaugural Leading Ladies Awards Brunch

Premier fundraising event supporting
Girl Scouting in southern Alabama
Tuesday, March 14, 2017

Sponsorship Pledge Form

I want to be a sponsor and support Girl Scouts of Southern Alabama at the following level:

| | | | |
|---|----------|--|---------|
| <input type="checkbox"/> Presenting Sponsor | \$25,000 | <input type="checkbox"/> Friend of Girl Scouting | \$1,500 |
| <input type="checkbox"/> Gold Sponsor | \$10,000 | <input type="checkbox"/> Table Sponsor | \$360 |
| <input type="checkbox"/> Silver Sponsor | \$5,000 | <input type="checkbox"/> Other | \$_____ |
| <input type="checkbox"/> Bronze Sponsor | \$2,500 | | |

I cannot be a sponsor, but I am honored to make a tax-deductible donation. Donation Amount \$_____

I would like to place an ad in the event program booklet in the following size:

Full Page \$700 Half Page \$500 Quarter Page \$300 Business Card \$150

Individual Seating

\$45 Individuals (non-members) \$35 Girl Scout Members

I would like to donate # _____ seats for Girl Scouts.

Sponsor Information

Sponsor Name (as you wish it to appear on publications) _____

Contact Name _____

Address _____

City/State/Zip Code _____

Phone _____ E-mail _____

Payment Information

Check is enclosed, (Please make payable to Girl Scouts of Southern Alabama)

Payment will be sent on or before March 1, 2017

Please send me an invoice

I prefer to pay by credit card: _____ Visa _____ MasterCard _____ Discover

Account # _____ Exp. Date: _____ CVV: _____

Name as it appears on card: _____

Signature: _____

I wish to receive the full tax deductible value of my sponsorship. Please do not send event tickets.

Please send sponsorship form or any questions to: Melinda Stallworth, 145 Coliseum Boulevard,
Montgomery, AL 36109 (O) 334-272-9164 ext. 2802 or (800) 239-6636 (F) 334-272-6574
mstallworth@girlscoutssa.org. We gladly welcome sponsors up to the day of the event. However, to ensure
your company is included in event marketing materials, please complete this form and submit by 2/13/2017.

Girl Scouts of Southern Alabama is a non-profit 501(c)3 organization. Contributions are tax-deductible to the extent
allowed by law. The good faith estimate of benefits is \$20 per person. The amount of your donation that is tax
deductible for income tax purposes is limited to that amount in excess of the good faith estimate.