



# 2020 Sponsorship Opportunities

Nearly 20,000 Girl Scouts in western Pennsylvania.  
One Girl Scout movement.

Amplify your brand by partnering with us as we raise our collective voice to make the world a better place.



Friday, May 15, 2020  
11:30 a.m.-1:30 p.m.  
Omni William Penn Hotel, Pittsburgh  
Benefitting Girl Scouts Western Pennsylvania

Presented by Highmark Blue Cross Blue Shield  
2020 Honorary Chair: Melissa Anderson, Executive Vice President, Chief Auditor, and Compliance Officer, Highmark Health

Sponsorship Contact: Alicia Templeton | [atempleton@gswpa.org](mailto:atempleton@gswpa.org) | 412-594-2207 | [gswpa.org](http://gswpa.org)

# We Are Girl Scouts!

*Girl Scouting builds girls of courage, confidence, and character, who make the world a better place.*

## Our Council

**Girl Scouts Western Pennsylvania** serves nearly 20,000 girls in grades K-12 across 27 counties through the invaluable dedication of thousands of volunteers, rock-star parents, and our generous charitable partners.

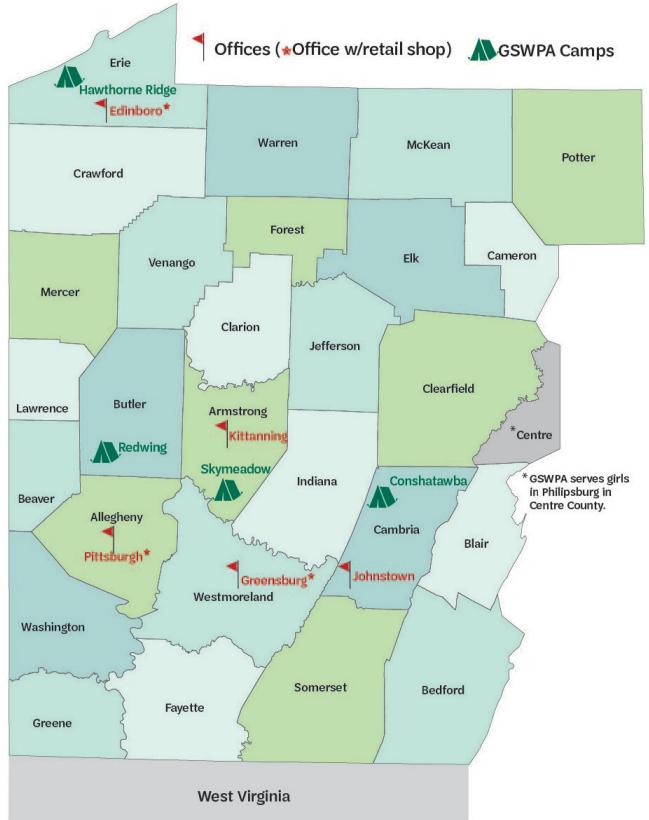
## Our Approach—and Why It Works

As a leadership development organization for girls, our approach is guided by research-backed methods about the way girls learn best.

Girl Scouts all-girl programming is girl-led, hands-on, and fun!

Our programming focuses on four areas:

- STEM
- Outdoors
- Life Skills
- Entrepreneurship



## The Result? A Lifetime of Leadership!

Being a Girl Scout helps girls thrive in five key ways. As a Girl Scout, she:

- develops a strong sense of self
- displays positive values
- seeks challenges and learns from setbacks
- forms and maintains healthy relationships
- learns to identify and solve problems in her community

**Compared to non-Girl Scouts, women who were Girl Scouts:**

- are better educated
- vote more regularly
- have more successful careers and higher income
- are more active as mentors and community volunteers

We prepare girls to succeed in a variety of fields, including those where there is market demand and a gender gap in representation, all while having fun and learning how they can better the world around them.



# 2020 Events Overview

*Honoring remarkable female leaders*



## Awards of Distinction: Pittsburgh Luncheon

Friday, May 15, 2020 | 11:30 a.m.—1:30 p.m.

Omni William Penn Hotel, Pittsburgh

This signature event celebrates excellence in organizational and female leadership. The awards luncheon honors eight Women of Distinction across diverse sectors, two exceptional Gold Award Girl Scouts, and an Organization of Distinction.

### Meet Our 2020 Honorary Committee

2020 Honorary Chair: Melissa Anderson, Highmark Health

#### Honorary Committee Members

Lynn Banaszak, Disruptive Health Technology Institute, Carnegie Mellon University  
Barbara Barnes, University of Pittsburgh  
Patricia Beeson, University of Pittsburgh  
Betsy Benson, Pittsburgh Magazine  
Lisa Birmingham, Comcast Keystone Region  
Maris Bondi Dauer, UPMC/UPMC Health Plan  
Theresa Bone, University of Pittsburgh, Katz School of Business  
Maurita Bryant, Allegheny County Police  
Jennifer Bullano Ridgley, Pittsburgh Penguins  
Andrea Carelli, PNC Bank  
Doris Carson Williams, African American Chamber of Commerce of Western PA  
Yvonne Cook, Highmark Foundation  
Leslie Davis, UPMC/University Of Pittsburgh Schools Of The Health Sciences  
Linda DeJulio, Mitsubishi Electric Power Products Inc.  
Sylvia Diez, Institutional Asset Management PNC Financial Group  
Jessica Galardini, JRG Advisors  
Diane Holder, UPMC Health Plan  
Dawn Keezer, Pittsburgh Film Office  
Victoria Kush, Buchanan Ingersoll & Rooney PC  
Karen Larrimer, PNC Financial Services Company  
BJ Leber, Adagio Health  
Alexis Miller, Highmark  
Ellen Roth, Getting To The Point, Inc.  
Catherine Ryan, Reed Smith LLP  
Elizabeth Satina, JPMorgan Chase & Co.  
Tracy Saula, Allegheny Health Network  
janera solomon, Kelly Strayhorn Theater  
Elizabeth Teti, Community Volunteer  
Jen Tuscano, Pitt Athletics  
Christy Uffelman, Align Leadership, LLC  
Bonnie Vankirk, Chatham University  
Bethany Wagner, Pitt Athletics  
Latasha Wilson-Batch, Best of the Batch Foundation  
Penny Zacharias, McGuireWoods LLC

# Your Awards of Distinction Sponsorship: Brand Impact & Event Benefits

Girl Scouts of the USA (GSUSA) is one of the strongest brands in the world, most recently **outranking companies like Google, Disney, Coca-Cola, and Microsoft in the 2018 World Value Index!** Not only will you be inspired by our awards luncheon, but your sponsorship will align your company with the powerful Girl Scout brand and our more than century-long reputation as thought-leaders and change-makers for good.

We would be pleased to customize your sponsorship package for the perfect blend of event benefits and brand impact that meets your needs and celebrates your charitable support.

## PLATINUM

**\$20,000**

- Premier seating for 15 people at Awards of Distinction Luncheon (one and one-half tables)
- Full-page, full-color ad in event program book with premium location (inside/back cover as available)
- Mention as Platinum Sponsor in event press releases
- Sponsor acknowledgment with logo in printed invitation and event advertising
- Feature sponsorship thank-you posts on social media (Facebook, Twitter)
- Platinum Sponsor logo placement on event webpages and in event emails
- Podium and screen recognition
- Listing in GSWPA 2019-2020 Annual Report
- Opportunity to distribute preapproved promotional materials at event
- Screen ad on loop during lunch
- Logo/name featured in Sponsor Thank-You ad in the *Pittsburgh Post-Gazette*

## GOLD

**\$15,000**

- Preferred seating for 10 people at Awards of Distinction Luncheon (full private table)
- Full-page, full-color ad in event program book
- Sponsor acknowledgment with logo in printed invitation and event advertising
- Feature sponsorship thank-you post on social media (Facebook, Twitter)
- Gold Sponsor logo placement on event webpages and in event emails
- Podium and screen recognition
- Listing in GSWPA 2019-2020 Annual Report
- Screen ad on loop during lunch
- Logo/name featured in Sponsor Thank-You ad in the *Pittsburgh Post-Gazette*

## SILVER

**\$10,000**

- Seating for five people at Awards of Distinction Luncheon (half table)
- Half-page, full-color ad in event program book
- Sponsor listing in printed event invitation
- Group Silver Sponsor thank-you post on social media (Facebook, Twitter)
- Silver Sponsor logo placement on event webpages and in event emails
- Podium and screen recognition
- Listing in GSWPA 2019-2020 Annual Report
- Logo/name featured in Sponsor Thank-You ad in the *Pittsburgh Post-Gazette*

## BRONZE

**\$5,000**

- Seating for two people at Awards of Distinction Luncheon
- Quarter-page, full-color ad in event program book
- Sponsor listing in printed event invitation
- Group Bronze Sponsor thank-you post on social media (Facebook, Twitter)
- Bronze Sponsor logo placement on event webpages and in event emails
- Podium and screen recognition
- Listing in GSWPA 2019-2020 Annual Report
- Logo/name featured in Sponsor Thank-You ad in the *Pittsburgh Post-Gazette*

## SUPPORTER

**\$2,000-\$4,999**

- Seating for two people at Awards of Distinction Luncheon
- Quarter-page, full-color ad in event program book
- Sponsor name placement on event webpages and in event emails
- Listing in GSWPA 2019-2020 Annual Report



## Additional Tickets/Tickets Only

\$800—Private Table of 10  
\$80—Individual Ticket

## Program Advertisement—Full Color

**Best Value**—Full Page (5" x 8", 1500 x 2400 pixels)  
Half page (5" x 3.875", 1500 x 1162 pixels)  
Quarter page (2.375" x 3.875", 712 x 1162 pixels)

**\*All advertisements due March 1, 2020\***



# 2020 Sponsorship Commitment

Please return form with check payment.

## Before December 9, 2019

Attn: Fund Development  
Girl Scouts Western PA  
30 Isabella St, Suite 107  
Pittsburgh, PA 15212

## New Address! Effective Dec. 9, 2019

Attn: Fund Development  
Girl Scouts Western PA  
**503 Martindale St, Suite 500**  
Pittsburgh, PA 15212

To pay by credit card, visit [gswpa.org/donate](http://gswpa.org/donate).

**Questions?** Contact: Alicia Templeton | [atempleton@gswpa.org](mailto:atempleton@gswpa.org) | 412-594-2207

## Sponsorship

<input type="checkbox"/> \$20,000	Platinum
<input type="checkbox"/> \$15,000	Gold
<input type="checkbox"/> \$10,000	Silver
<input type="checkbox"/> \$5,000	Bronze
<input type="checkbox"/> \$2,000-\$4,999	Supporter
ENTER AMOUNT: \$ <input type="text"/>	

\*Please contact us for custom options.

## Tickets

\$  \$800 private table of 10 people | \$80 per ticket

## Event Program Book Ad

### Pittsburgh Awards of Distinction Luncheon

\$1,500 Full-page (best value)  
 \$1,000 Half-page  
 \$500 Quarter-page

#### Ad Specs - Full Color JPG or PDF

Full Page (5" x 8", 1500 x 2400 pixels)  
Half page (5" x 3.875", 1500 x 1162 pixels)  
Quarter page (2.375" x 3.875", 712 x 1162 pixels)

*\*All advertisements due March 1, 2020\**

## General Donation

\$

Comments:

Your Contact Information (name, title, company, email, phone):

***Thank you for your support of Girl Scouts Western Pennsylvania!***