



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.



Monday, September 28, 2020

Cocktail reception and dinner | Sunnepahna Country Club, Johnstown
Benefitting Girl Scouts Western Pennsylvania

Presented by Highmark Blue Cross Blue Shield

Honorary Chair: Joyce Murtha

Event Chair: John Polacek, Chief Operating Officer, JWF Industries

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.

We have an office in downtown Johnstown and Camp Conshawtawba, one of our four amazing camps, is located right in Cambria County.

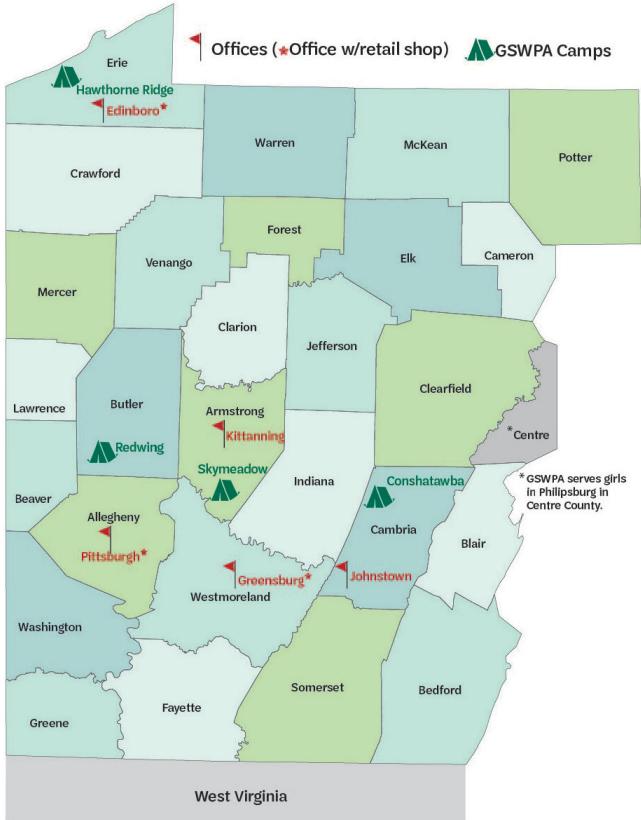
Our Approach—and Why It Works

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 community leaders



42nd Annual Awards of Distinction

Monday, September 28, 2020
Sunnehanna Country Club, Johnstown

Our annual community awards dinner in Johnstown has been a tradition for more than four decades! The event builds critical support to keep the Girl Scouting tradition strong in the greater Johnstown region, especially to reach new populations who may not otherwise have access to Girl Scouts' leadership programming.

The dinner features remarks by a local Girl Scout, an inspiring keynote address by a local community leader, and the presentation of the **Joyce M. Murtha Excellence in Community Service Award** to an individual or couple who have embodied the award namesake's values of improving the community through service, philanthropy, and leadership.

Meet Our 2020 Event Committee

2020 Event Chair: John Polacek, JWF Industries

Committee Members

Michele Adams, Enterprise Ventures Corporation

Jack Babich, AmeriServ Financial

Timothy Brown, **Community Volunteer**

Reverend Sylvia King, Christ Centered Community Church

Becky Styles, Community Volunteer

David Zucco, Kongsberg Protech Systems USA



Local Girl Scout leads guests in the Girl Scout Promise.



From left to right: John Polacek (chair), Col. Karen Esaias (keynote), Mike Kane (awardee), and Patricia Burkart (CEO, GSWPA); 2019 Awards of Distinction .

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 dinner, 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

\$5,000

- Premier seating for 12 people at awards dinner (one and one-half tables)
- Private reception access for guests with awardee & keynote
- Full-page, full-color ad in event program book with premium location
- 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 recognition
- Listing in GSWPA 2019-2020 Annual Report
- Opportunity to distribute preapproved promotional materials at event

GOLD

\$4,000

- Preferred seating for 8 people at awards dinner (full private table)
- Private reception access for guests with awardee & keynote
- 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 recognition
- Listing in GSWPA 2019-2020 Annual Report

SILVER

\$3,000

- Seating for five people at awards dinner (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 recognition
- Listing in GSWPA 2019-2020 Annual Report

BRONZE

\$2,000

- Seating for two people at awards dinner
- 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 recognition
- Listing in GSWPA 2019-2020 Annual Report

Additional Tickets/Tickets Only

\$1,000 Private Table of 8
\$125 Individual Ticket

Program Advertisement—Full Color

Best Value! \$750 Full Page
(5" x 8", 1500 x 2400 pixels)

\$500 Half page
(5" x 3.875", 1500 x 1162 pixels)

\$250 Quarter page
(2.375" x 3.875", 712 x 1162 pixels)

*All advertisements due July 31, 2020**





2020 Sponsorship Commitment

Please return form with check payment.

Note our new Pittsburgh corporate address:

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

To pay by credit card, visit gswpa.org/donate.

Questions? Contact: Alicia Templeton | atempleton@gswpa.org | 412-594-2207

Sponsorship

<input type="checkbox"/> \$5,000	Platinum
<input type="checkbox"/> \$4,000	Gold
<input type="checkbox"/> \$3,000	Silver
<input type="checkbox"/> \$2,000	Bronze

ENTER AMOUNT: \$_____

*Please contact us for custom options.

Tickets

\$1,000 private table of 8 people
 \$125 per individual ticket

Event Program Book Ad

Johnstown Awards of Distinction Dinner

\$750 Full-page (best value)
 \$500 Half-page
 \$250 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 July 31, 2020

General Donation

\$_____

Comments:

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

Thank you for your support of Girl Scouts Western Pennsylvania!