Connecting with the Girl Scouts of North East Ohio
Girl Scouting helps girls develop their full potential; relate to others with increasing understanding, skill and respect; develop values to guide their actions and provide the foundation for sound decision-making; and contribute to the improvement of society through their abilities, leadership skills and cooperation with others.

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

**Girl Scout Promise**
On my honor, I will try to serve God and my country, to help people at all times, and to live by the Girl Scout Law.

**Girl Scout Law**
I will do my best to be honest and fair, friendly and helpful, considerate and caring, courageous and strong, and responsible for what I say and do, and to respect myself and others, respect authority, use resources wisely, make the world a better place, and be a sister to every Girl Scout.
By sponsoring our publications, you reap the benefits of **co-branding with one of the top 20 most valued and visible brands, valued at $636 million.**

Sponsorship of GSNEO program guides benefits your business in many ways such as:

- Increases your reach across 18 counties of Northeast Ohio
- Bolsters your sales and profits
- Provides publicity for supporting GSNEO
- Potentially expands your target market

In addition, our program guides gives your business the opportunity for year-round exposure! Program guides are sent in August, November, and February to more than **25,000 member households.**

Your message will be **seen by Girl Scout families, volunteers and community members.**

**Added Value**

**Website**
- Averages more than 33,000 monthly visitors
- Over 14,000 unique visitors
- 75% return rate
- 1.25 million page views annually

**E-News**
- More than 27,000 subscribers
- Open rate averages 21%
Fall Program Guide
(available in August, covers September through December)

In Girl Scouts, girls just can’t wait to plan their next big adventure! And it all starts with the Fall Program Guide, offering more than 250 programs and events scheduled September through December.

Spring Program Guide
(available in November, covers January through May)

We keep the fun going with the Spring Program Guide! January through May are busy months for our girls, and this publication helps them plan exciting activities they’ll remember forever!

Summer Camp Guide
(available in February, covers June through August)

Do you remember the first time your tried something new? That’s what’s going to summer camp is all about ... new friends, new experiences, and lots of fun. The Summer Camp Guide holds the wonders of the season with programs offered June through August at our three camp properties.
## SIZES & RATES

**Program Guides:** *sponsorship ads are full color*

<table>
<thead>
<tr>
<th>Size</th>
<th>Dimensions</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>8”w x 10.5”h</td>
<td>$1,500</td>
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<tr>
<td>(+4 spotlights in E-News)</td>
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**Pixie Plus Membership**

- Year Membership: Unlimited posts $100

**E-News**

- One spotlight $50
Reserving your space is easy:

- Visit gsneo.org/space.
- You’ll receive an email confirmation with a link to the final ad submission form.
- Click on the link in your email to complete the online form, attach your artwork and payment.

Note: All art for the printed guides must be full color, 300 dpi, and submitted as a jpg or pdf file, and it must be submitted with payment by the due date to appear in the requested publication.

Based on your sponsorship level, your ad may appear in our weekly E-news. For inclusion in the “Sponsor Spotlight,” please include:

- Company logo (RGB, 160x160 pixels)
- Web link
- A tagline or one sentence of text to include.

**Due Dates:**

**Fall Program Guide**
- Space reservation: May 15
- Ad/Payment Due: June 1

**Spring Program Guide**
- Space Reservation: August 15
- Ad/Payment Due: September 1

**Summer Camp Guide**
- Space Reservation: December 14
- Ad/Payment Due: January 4

**Pixie Plus Membership**
- Available all year.
- Go to gsneo.org/pixieplus
Girls Matter.

Now, more than ever, we need to elevate the next generation of Go-Getters, Innovators, Risk-Takers, and Leaders -- our G.I.R.L.s, and give them an organization that's their own, built for their unique needs, and learning styles. Together, we will empower girls to reach their full potential!

Our unique partnership approach matches your community involvement goals with our comprehensive mix of girl-focused opportunities to build the best possible partnerships. Girls Matter opportunities include philanthropy, program integration, branding opportunities, and employee volunteerism.

Your partnership will help 37,000 girls have access to life-changing experiences!

Opportunities to Support Girls

- **Women of Distinction Awards Luncheon** - Annual fundraiser benefitting Girl Scout scholarships and financial aid
- **Dessert First Gala** - Our biennial signature fundraiser supporting GSNEO
- **Girl Scout Summer Camp** - Support summer camp programs, camp equipment or help send girls in-need to camp for an experience they will never forget!
- **Gold Award Celebration Ceremony** - The Gold Award is highest award a Girl Scout can earn. At this event we honor the young women who have achieved this most honored achievement.
- **The Mall Lock-In** - Over 3,500 Girl Scouts spend the night at South Park Mall participating in a variety of activities based on that year’s theme while having fun with their friends.
- **Cadette Summit** - Over 250 6th-8th graders spend a weekend at camp for this leadership retreat created just for them
- **A.L.E. - Adult Leadership Experience** - a week-long volunteer enrichment event where volunteers learn valuable skills to serve our girls better.
- **STEM Program Building** - Become a part of a great community resource by investing in this state-of-the-art STEM building, complete with interactive walls, observatory, rooftop garden, and more!
- **And more such as financial aid for girls in need, STEM programs, and patch programs!**

Call or email Laura Mottor today to learn more about sponsorship benefits or to create your own personalized sponsorship package!

Call 330-983-0368 or email lmottor@gsneo.org.
Pixie Plus--Connecting to Girl Scouts and their Families

Pixie Plus is like a Yelp site that it hosts and markets local businesses and organizations’ opportunities and services to our 37,000 Girl Scout members and their families and friends throughout northeast Ohio. Pixie Plus has an automated platform that allows our partners to advertise programs, events, and activities that bring value to our members.

Partners enjoy unlimited posts, all year-round on Pixie Plus for $100 a year. Non-Profit organizations and those that offer free opportunities can join Pixie Plus free of charge.

Yearly membership dates for Pixie Plus are October 1st through September 30th. Join anytime throughout the year for a pro-rated fee.

Other benefits to partnering with the Girl Scouts of North East Ohio can include: social media exposure on our social media sites including Facebook, LinkedIn, and Twitter, and being highlighted in our many monthly e-newsletters that reach over 27,000 subscribers.