



# Back Her Business Sponsorship Package

The National Association of Women Business Owners (NAWBO) indicates that there are currently 12.3 million women-owned businesses in the US. Compare this figure to the 402,000 women-owned businesses in 1972, and you quickly realize the tremendous growth that has occurred. Girl Scouts plays an important role in that growth. Eighty percent of all female entrepreneurs were once Girl Scouts, which is no coincidence when you consider that the Girl Scout Cookie Program is the largest girl-led business in the world and that Girl Scouts sell about 200 million boxes of cookies— nearly \$800 million worth— during each cookie season.

When a girl sells cookies, she is running her own business and learning goal setting, decision-making, money management, people skills, and business ethics, all skills essential to leadership, success and life. By supporting Girl Scouts, one of the nation’s most recognized and trusted brands, your organization is bringing attention to the importance of girls' entrepreneurial ambitions. You make it possible for girls to achieve their dreams by fueling their entrepreneurial goals.

<b>SPONSORSHIP OPPORTUNITIES</b>	<b>Go-Getter \$15,000</b>	<b>Innovator \$10,000</b>	<b>Risk-taker \$5,000</b>	<b>Leader \$2,500</b>
1-minute Opening Speaking Opportunity during Cookie All Star Celebration				
Opportunity to announce Top Sellers during Cookie All Star Celebration				
Complimentary Registration for Cookie All Star Celebration	 5 Tickets	 2 Tickets		
Opportunity to announce Stellar Skills Contest Winners at Cookie All Star Celebration				
Inclusion in Social Media Posting (Facebook, LinkedIn), & Event Signage				
Cookie Share: Donation of cookies to local food banks & military <small>*Cookies may be used for company distribution, yet is not considered a tax-deductible donation.</small>	 \$1,500 in cookies	 \$1,000 in cookies	 \$500 in cookies	 \$250 in cookies
Recognition in Program at Cookie All Star Celebration and Cookie Kickoff Workbook	 Logo	 Logo	 Name	 Name
Opportunity to provide branded product to all attendees at Cookie All Star Celebration <i>(Product must be approved by GSOC prior to distribution)</i>				

\*All sponsorship levels are based off of cash donations. Consideration will be given to donations comprised of cash and in-kind contributions when the total value is comprised of no more than 50% of in-kind contributions and are directly budget relieving. To receive all above benefits, sponsorship must be committed by December 1, 2022.

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## KEY EVENT DATES ASSOCIATED WITH SPONSORSHIP

Cookie Kick-Off	Mega Delivery	Stellar Skills Contest	Cookie Program Ends	Cookie All Star Celebration
1/8/2023	1/28/2023	1/29 - 3/12/2023	3/12/2023	5/20/2023



### Cookie Kick-Off Rally

Each year, Girl Scouts, troop leaders and volunteers from across Orange County come together to prepare thousands of Girl Scouts for Cookie Season, which typically runs from late January through early March. At the Cookie Kick-off, girls set goals, fine tune sales techniques, share and learn strategies for success with other cookie entrepreneurs – and, of course, taste this year’s cookie line up!

### Mega Delivery Drop

The Girl Scout Mega Delivery is an annual event where over one million packages of cookies are distributed to hundreds of troops across the county. Through two distribution locations in north and south Orange County, and the coordination of hundreds of volunteers, the annual Mega Delivery launches the Girl Scout Cookie Program in Orange County. *It's a sight to see: a tactical and organizational feat!*

### Stellar Skills Contest

The Stellar Skills Cookie Program Contest is open to all registered Girl Scout girl members from Orange County, CA, who are selling cookies during the current cookie season, regardless of the number of Girl Scout Cookie Packages sold. To enter the Contest, girls must complete a Stellar Skills Entry Form, which includes a personalized story, and a personal photo. One girl will be selected to represent each of the five Seller Skills, which include:

- Goal Setting
- Decision Making
- People Skills
- Business Ethics
- Money Management.

Our Stellar Skills girls and their families are invited to attend the Stellar Sellers Dinner, receive a special recognition of their Stellar Skills, and earn a fun patch!



### Cookie All-Star Celebration

All girls who sell 1,000 or more packages of Girl Scout Cookies during the Cookie Sale season and girls who have cumulatively sold 10,000+ packages during their Girl Scout tenure, are annually invited to Girl Scouts of Orange County's Cookie All-Star Celebration. The All Star Celebration recognizes girl's entrepreneurial success and drive.



Back her Business with a sponsorship or for additional clarification, please contact Wendy Weeks at [wweeks@girlscoutsoc.org](mailto:wweeks@girlscoutsoc.org)

*All listed benefits are in addition to those received for GSOC's Annual Donor Benefits with qualifying contributions (Annual Donor Benefits are subject to change).*