About Girl Up

Leader of Self, Leader of Peers, Leader of Change

She is motivated and fearless. She knows that one person can make a difference, and together we are stronger.

She is passionate and curious. She has big, bold ideas for the world and unique ways of expressing them.

She is ready to be a leader and is the heart of Girl Up’s movement.

She is Girl Up.
What We Do

Girls have a tremendous, often untapped, power to change the world. Girl Up helps girls access that inner power to advance girls’ skills, rights, and opportunities. Our leadership development program transforms girls by exposing them to new possibilities, increasing their sense of confidence and positioning them to be changemakers in their communities.

Girl Up has developed 65,000 girl leaders in 120 countries and all 50 U.S. states and is inspiring a generation of girls to be a force for gender equality and social change.
Our Impact
Global Leadership Summits 2012-2019

480M Impressions

2,350 Attendees

500 + Inspiring Speakers

875 Youth-led meetings on Capitol Hill

35,000 Live Stream Views
Global Leadership Summit Milestones

- **2012**: First Summit
  - 1 day, 85 girls

- **2013**: First 3-Day Summit
  - First lobby day, 102 girls

- **2015**: Keynote by Michelle Obama
  - 235 girls, 5 year Teen Advisor Reunion

- **2016**: First Partner & Investor Collective
  - 250 girls

- **2018**: First UK Summit
  - 400 girls at US Summit

- **2019**: First MX Summit
  - 450 girls at US Summit
  - from 27 countries and 32 U.S. states
Previous Speakers

Michelle Obama
Cara Delevingne
Samantha Power
Yara Shahidi
Ashley Graham
Sophie Trudeau
Brooklyn & Bailey
Monique Coleman
Previous Speakers

- Stephanie McMahon
- Joan Smalls
- Scarlett Curtis
- Adwoa Aboah
- Soledad O’Brien
- Wade Davis
- Anne Fulenwider
- Congresswoman Ayanna Pressley
Virtual Leadership Summit 2020
The show must go – online!
2020 Virtual Leadership Summit

- **Inspiring Speakers**
  Thought leaders, celebrities, activists, and impactful speakers delivering insight and inspiration

- **Girl Up Girl Changemakers**
  Delivering powerful “Girl Talks” modeled after TED Talks speaking on leadership moments of their lives

- **Global online audience**
  From across the world

- **Content for girl participants and supporters**

- **Adult and Youth-led Workshops**
  Interactive workshops that reinforce specific transformational leadership skills

- **Endless unique opportunities for brand integration**
Global Leadership Sponsors
2020 Virtual Global Leadership Summit

Programming and Workshop Schedule to Reach Global Audience
Mid-day and Evening ET programming July 13-14

Virtual Booth Display
interactive areas to display product and engage participants

Partners & Investor Collective – July 13
Special programming for Girl Up Partners & Investors

Day of Action – July 15
Training Bootcamps for girl participants
Partner & Investor Collective

ENgage
With Gen Z girls and gain insights into a new generation of consumers and future members of the workforce

Connect
With other investors, big thinkers, corporate leaders and philanthropists to learn how we can have collective impact on gender equality

Hear
From global experts and changemakers on what’s next in the fight for gender equality

Share
Your unique perspectives and questions through meaningful dialogues with peers and girl leaders

See
Girl Up’s transformational leadership development programming in action and be inspired by this generation of changemakers
Sponsorship Opportunities
Sponsorship Opportunities
Virtual Summit 2020

Presenting Sponsor
$50,000

Leader
$25,000

Day of Action Sponsor
$25,000

Changemaker
$10,000
Sponsorship Assets

- Virtual Event Lobby
- Virtual Exhibit Booth
- In-Event Video
- Sponsored Gamification
Presenting Sponsor
Sponsor Signage
Presenting Sponsor – $50,000
One Available

- The Global Girl Up Leadership Summit presented by (YOUR COMPANY)
- Co-branded email announcements
- Co-branding in all social posts
- Co-branded virtual event lobby
- Co-Branded logo placement on live video sessions
- Plenary speaking opportunity
- Edited version of recorded session for evergreen use
- One 30 second video to play for all attendees
- Premier placement of booth in the virtual exhibit hall with opportunity to demonstrate or sell product
- Welcome video with company representative and Girl Up Executive Director that will be played upon entrance to virtual platform
Leader – $25,000

- Mention in a minimum of 3 pre-event posts on Girl Up social media accounts
- Signage in virtual event lobby
- One 30 second video to play for all attendees

- Opportunity to host one workshop session with a speaker from (COMPANY)
- Sponsorship of the gamification leaderboard and one game (i.e trivia or scavenger hunt) and provide prize
- Booth in the virtual exhibit hall with opportunity to demonstrate or sell product
Day of Action Sponsor – $25,000

- Mention in a minimum of three pre-event posts on Girl Up social media
- Signage in virtual event lobby
- One 30 second video to play for all attendees

- Your name on the Day of Action “XXX” Activity, hosted by COMPANY
- Opportunity to host Day of Action panel discussion with leaders from your company
- Booth in the virtual exhibit hall with opportunity to demonstrate or sell product
Changemaker— $10,000

- Virtual booth to demonstrate or sell product (Ideas include resume tips, shopping tutorials, or shop the Girl Up Jewelry Collection)
- One 30 second video to play for all attendees
- Sponsor one branded scavenger hunt or trivia game and provide prize
Sponsorship Inquiries
Carol Cropp
cropp@girlup.org