Global Summit 2021

Can’t Stop Won’t Stop

Leading the Way to Social Change

July 13 – 14, 2021

Presented by always P&G whisper
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.
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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 75,000 girl leaders in 125 countries and all 50 U.S. states and is inspiring a generation of girls to be a force for gender equality and social change.
Girl Up Global Reach
2020 Leadership Summit Impact

- 3.5 Billion Impressions
- 30,000 Attendees
- 142 Inspiring Speakers
- 170 Countries Represented
- 217% Growth in New Girl Up Club Registrations
Summit Speakers
Previous Speakers

Michelle Obama
Meghan Markle
*The Duchess of Sussex*
Hillary Clinton
Dolores Huerta
Stephen Curry
Storm Reid
Jameela Jamil
Yara Shahidi
Previous Speakers

Liz Plank
Michelle King
Nadia Murad
Paul "Triple H" Levesque
Sheryl Sandberg
Kat Graham
Monique Coleman
Dr. Nina Ansary
Previous Summit Sponsors

- ALEX AND ANI
- always
- amazon web services
- AXIS
- Booz | Allen | Hamilton
- CATERPILLAR
- COTTON ON FOUNDATION
- COTTON ON FOUNDATION empowering youth
- Disney
- Gallagher
- Special K
- NOBLE PANACEA
- P&G
- SADIE
- Secret
- UNFCU FOUNDATION
- WWE
2021 Girl Up Virtual Leadership Summit

**Global Online Audience**
connecting changemakers around the world

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

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

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

**Endless unique opportunities for brand integration**
2021 Virtual Global Leadership Summit

- **Programming and Workshop Schedule to Reach Global Audience**
  - Mid-day and evening programming
  - July 13

- **Virtual Expo Display**
  - Interactive areas to display product and engage participants

- **Partner & Investor Collective – July 13, 2021**
  - Special programming for Girl Up Partners & Investors

- **Day of Action – July 14**
  - Training Bootcamps for youth participants
Partner & Investor Collective

Learn
from Gen Z and gain insights into a new generation of consumers and future members of the workforce

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

See
Girl Up’s impact in action and be inspired by this community of changemakers
Sponsorship Opportunities
Sponsorship Opportunities
Virtual Leadership Summit 2021

- **Presenting Sponsor**: $100,000 - SOLD
- **Leader**: $50,000
- **Day of Action Sponsor**: $35,000
- **Supporter**: $25,000
- **Changemaker**: $10,000
Sponsorship Assets

- Virtual Event Homepage
- Virtual Expo Display
- In-Event Video
- Sponsored Gamification
- Virtual Photo Booth
Sponsor Signage and Exposure
### Presenting Sponsor – $100,000

No longer Available

<table>
<thead>
<tr>
<th>Yes</th>
<th>The Girl Up Global Leadership Summit presented by [YOUR COMPANY]</th>
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<tbody>
<tr>
<td>Yes</td>
<td>Co-branded email announcements</td>
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<tr>
<td>Yes</td>
<td>Co-branding in all social posts</td>
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<td>Yes</td>
<td>Mention in press release</td>
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<td>Yes</td>
<td>Co-Branded logo placement on live video sessions</td>
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<td>Yes</td>
<td>Plenary speaking opportunity</td>
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<td>Yes</td>
<td>One 30 second video to play for all attendees</td>
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<td>Yes</td>
<td>Premier placement in virtual expo area with opportunity to demonstrate or sell product</td>
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<tr>
<td>Yes</td>
<td>Welcome video with company representative and Girl Up Executive Director that will be played upon entrance to virtual platform</td>
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<tr>
<td>Yes</td>
<td>Logo on event page on GirlUp.org</td>
</tr>
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Leader – $50,000

- Mention in a minimum of 3 pre-event posts on Girl Up social media accounts
- Sponsorship of the virtual photo booth – co-branded with Girl Up
- One 30 second video to play for all attendees
- Opportunity to host one workshop session with a speaker from YOUR COMPANY
- Display in the virtual expo with opportunity to demonstrate or sell product
- Logo on event page on girlup.org
Day of Action Sponsor – $35,000

- Mention in a minimum of three pre-event posts on Girl Up social media
- Opportunity to host Day of Action with leaders from your company
- One 30 second video to play for all attendees
- Your name on the Day of Action Session, hosted by YOUR COMPANY
- Logo on event page on GirlUp.org
- Display in the virtual expo with opportunity to demonstrate or sell product
Supporter – $25,000

- Recognition on Leadership Summit Sponsorship web page on GirlUp.org
- Mention in three pre-event posts on Girl Up social channels
- Opportunity to provide organization subject matter expert(s) to lead a workshop session for girl participants
- Opportunity to set up pop-up booth to showcase a product or your work
- Invitation for company representatives to attend the Partner & Investor Collective
Changemaker– $10,000

- Display in the virtual expo with opportunity to demonstrate or sell product
- One 15 second video to play for all attendees
- Logo on event page on girlup.org
Gamification – $5,000 Plus Product

- YOUR PRODUCT featured as a prize for participants. Prize must be delivered via online codes
- Push notification sent to all attendees promoting your prize
- Listing on gamification section of event platform
2021 Leadership Summit Tour

Event series from July 7-12 leading up to Girl Up Leadership Summit on July 13-14, 2021
About the Series

This year Girl Up will host a series of events leading up to the first day of the Girl Up Leadership Summit. The goal for these events is to feature more young leaders from around the world, focus on the issues they care about in their communities, and spotlight youth-led activism. On July 13 and 14 our programming centers on the global movement, and these additional events give us a chance to focus more locally. The event series will be hosted in six different regions around the world and feature local experts and Girl Up leaders. Each event will be tailored for that region with local voices for a global audience and a localized exploration of gender issues.
Event Schedule

Event Title: Leadership Summit Tour [Region]

- North America – *Wednesday, July 7*
- Latin America & the Caribbean – *Thursday, July 8 (Spanish & Portuguese)*
- Europe – *Friday, July 9*
- Sub-Saharan Africa – *Saturday, July 10*
- Middle East & North Africa – *Sunday, July 11*
- Asia & Oceania – *Monday, July 12*
Tour Sponsorship – $60,000

One Available

- Three posts on Girl Up Global Social Channels promoting the Leadership Summit Tour
- Three posts on Regional Girl Up Social Channels (Latin America, Brazil, India, Africa)
- Logo inclusion on event viewing screen for all events
- One speaking opportunity at four events for company representative such as:
  - Three-minute welcome remarks.
  - Seven-minute fireside chat with a Girl Up Girl Leader
  - One-minute video spot highlighting company’s work and the Girl Up programs supported
- Logo inclusion on the Girl Up Leadership Summit Webpage
- Logo inclusion on all event registration pages
- Invitation to the Partner & Investor Collective at the Girl Up Global Leadership Summit
- Recognition at the Girl Up Global Leadership Summit
- Booth at the Girl Up Global Leadership Summit
- Sponsor recognition in Global Leadership Summit Impact Report
Individual Sponsorship – $15,000

- Pre-event social post on Regional Girl Up Social Channels
- Post-event thank you post on regional Girl Up Social Channels
- Logo inclusion on event viewing screen
- One speaking opportunity at four events for company representative such as:
  - Three-minute welcome remarks.
  - Seven-minute fireside chat with a Girl Up Girl Leader
  - One-minute video spot highlighting company’s work and the Girl Up programs supported
- Logo inclusion on the event registration page
- Invitation to the Partner & Investor Collective at the Girl Up Global Leadership Summit
Sponsorship Inquiries
Carol Cropp
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