

#GirlHero
Awards

Sponsorship OPPORTUNITIES

THE LEADERS WE
NEED ARE
ALREADY HERE

OCTOBER 14, 2021





About GIRL UP

GIRL UP HAS
DEVELOPED
85,000 GIRL
LEADERS IN 129
COUNTRIES AND
ALL 50 U.S.
STATES



*Girl up is inspiring a
generation of girls to be a
force for gender equality and
social change*

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

Impact

"GIRL UP HAS
INSTILLED CONFIDENCE
IN ME TO VOICE OUT
MY OPINIONS AND
HOPEFULLY MAKE A
LASTING CHANGE ON
THE ISSUE OF GENDER
EQUALITY"

GIRL UP LEADER

2020 #GIRLHERO AWARDS

20,830 VIEWERS

28 COUNTRIES

13M MEDIA IMPRESSIONS

2021 GLOBAL LEADERSHIP SUMMIT

11,000 + ATTENDEES

126 COUNTRIES

NEW! LEADERSHIP SUMMIT TOUR

6 DAYS

6 EVENTS

6 REGIONS

#GIRLSLEAD21 USED IN
1,000 + POSTS

46.3 K LIKE, COMMENTS
& SHARES

27 M REACHED ACROSS
SOCIAL MEDIA

PREVIOUS *Honorees*



SHONDA RHIMES



TARANA BURKE



DOLORES HUERTA



CARA DELEIVINGNE



JAMEELA JAMIL



KATE HUDSON



YARA SHAHIDI



CHRISSEY METZ



OLIVIA MUNN



MICHELLE SULLIVAN



BO BURNHAM & THE
FILM 8TH GRADE

GIRL UP *Girl Honorees*



ALLIYAH LOGAN



CHANICE LEE



INA BHOOPALAM



JULES SPECTOR



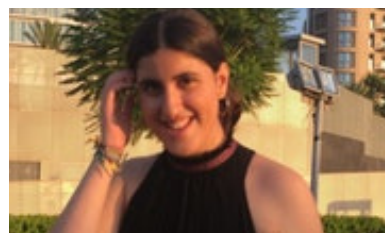
KATE MCCULLOM



MUNIRA KHALIF



ROCIO ORTEGA



RYM BADRAN



YARDENA GERWIN

#*GirlHero*
Awards

PREVIOUS *Sponsors and Event Co-Chairs*

always

Anomaly



EMERALD ONE



GIBSON DUNN



**The Stadler
Family**



Akila Somasegar | Amanda Fata | Anne Fulenwider | Chantelle Siegel | Ellen Goldsmith-Vein
Jennifer DaSilva | Karen Miller | LaVerne Council | Michelle King | Pamela Roland
Shaun Robinson | Shelley Zalis | Stephanie McMahon | Tracy Shaffer | Trisha Cardoso

#GirlHero Awards

OCTOBER 14 | 8:00 PM EST

Join Girl Up youth leaders and supporters from around the world for an inspiring interactive program honoring public figures and Girl Up changemakers.



THE LEADERS WE
NEED ARE ALREADY
HERE

+ 20,000
EVENT VIEWS

+ 100,000
GLOBAL REACH



Award Categories

2021

MOVEMENT BUILDER

#GIRLHEROES WHO ARE BUILDING COMMUNITIES AND PUSHING FOR CHANGE

TRAILBLAZER

#GIRLHEROES WHO ARE BREAKING DOWN BARRIERS FOR EQUALITY

ICON

#GIRLHEROES WHO ARE KNOWN FOR THEIR WORK IN SOCIAL IMPACT



SPONSORSHIP *Opportunities*

PRESENTING SPONSOR \$50,000

CHANGEMAKER SPONSOR \$25,000

LEADER SPONSOR \$15,000

HERO SPONSOR \$10,000



Left: Tarana Burke and Alliyah Logan in discussion during 2020 #GirlHero Awards presented by Always.

2021 Co-Chairs

Cathie Reid | Ellen Goldsmith-Vein
Gauthami Vemula-Queijo | Nigel Barker
Shaun Robinson | Sheila Peluso
Tracy Shaffer

#GirlHero Awards



PRESENTING SPONSOR

\$50,000 - ONE AVAILABLE



The 4th Annual Girl Up #GirlHero Awards presented by _____.

Event co-branding on all email announcements

Event co-branding in all social posts (excluding honoree announcements)

Welcome video with company representative and Girl Up Executive Director at the beginning of the program

Acknowledgement as presenting sponsor in event press release

Co-branding on the event frame throughout the event

:30 second video commercial to play for all attendees

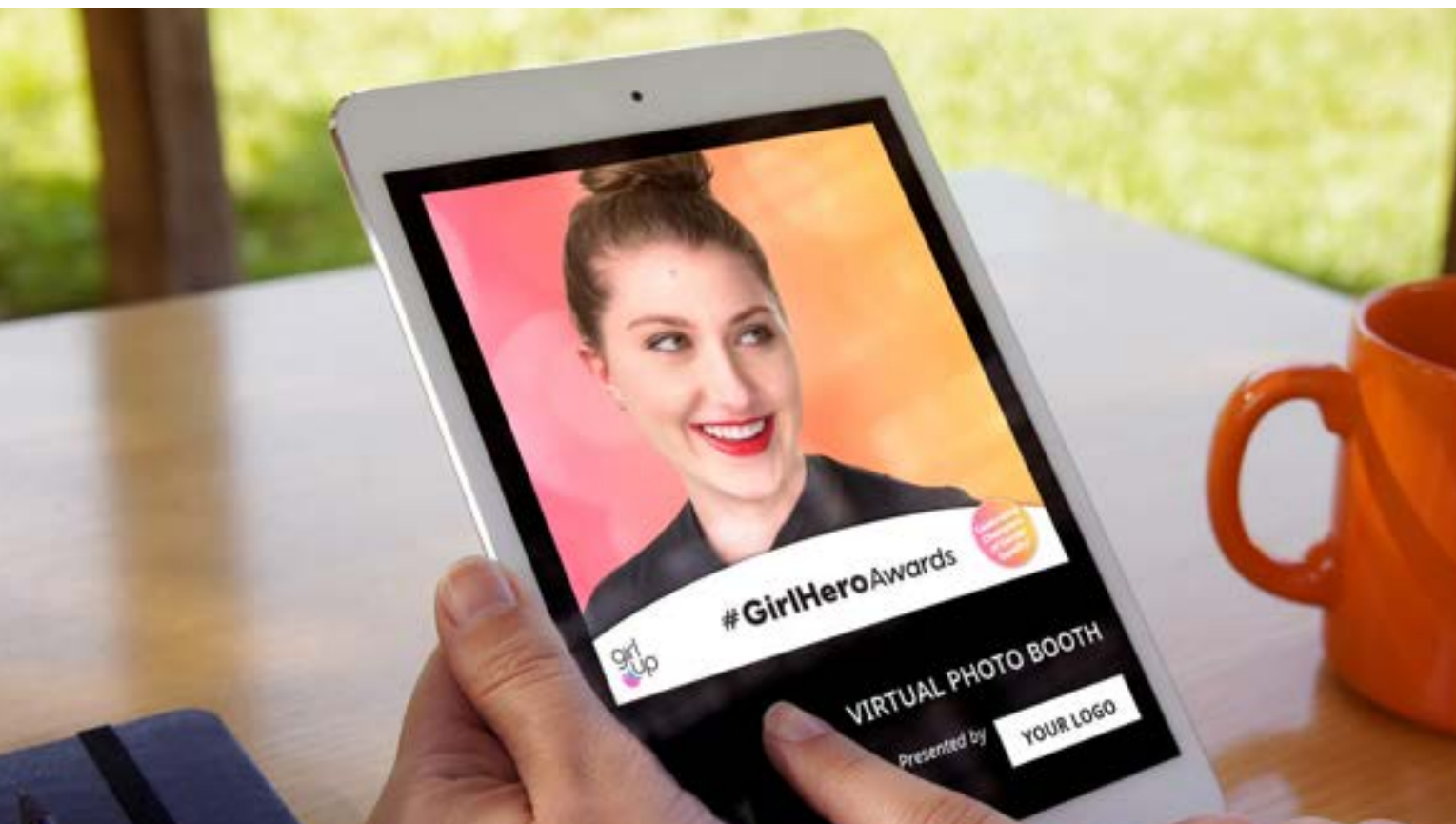
Co-branding on digital event program

Verbal recognition as presenting sponsor during program

Recognition on #GirlHero event page on GirlUp.org



CHANGEMAKER SPONSOR



\$25,000

Sponsorship of the virtual photo booth with logo on photo frame

3 pre-event social media posts across Girl Up channels

:30 second video commercial to play for all attendees

Logo recognition on digital event program

Logo recognition on-screen during the event

Verbal recognition from event emcee

Recognition on #GirlHero event page on GirlUp.org



LEADER SPONSOR

\$15,000

Sponsorship of watch party events in select cities

3 pre-event social media posts across Girl Up channels

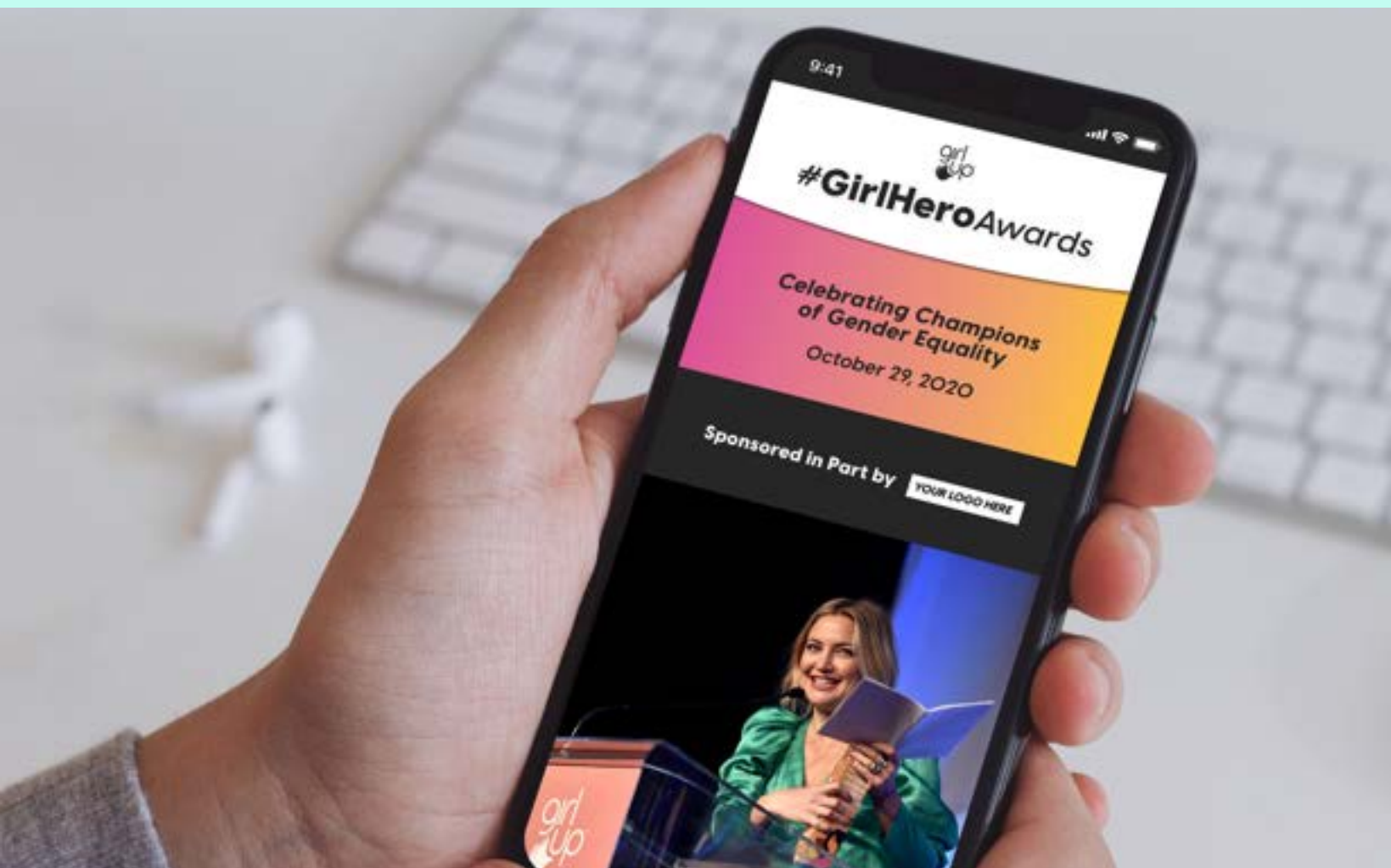
:15 second video commercial to play for all attendees

Logo recognition on digital event program

Logo recognition on-screen during the event

Verbal recognition from event emcee

Recognition on #GirlHero event page on GirlUp.org



#GirlHero
Awards

HERO SPONSOR

\$10,000

2 pre-event social media posts across Girl Up channels

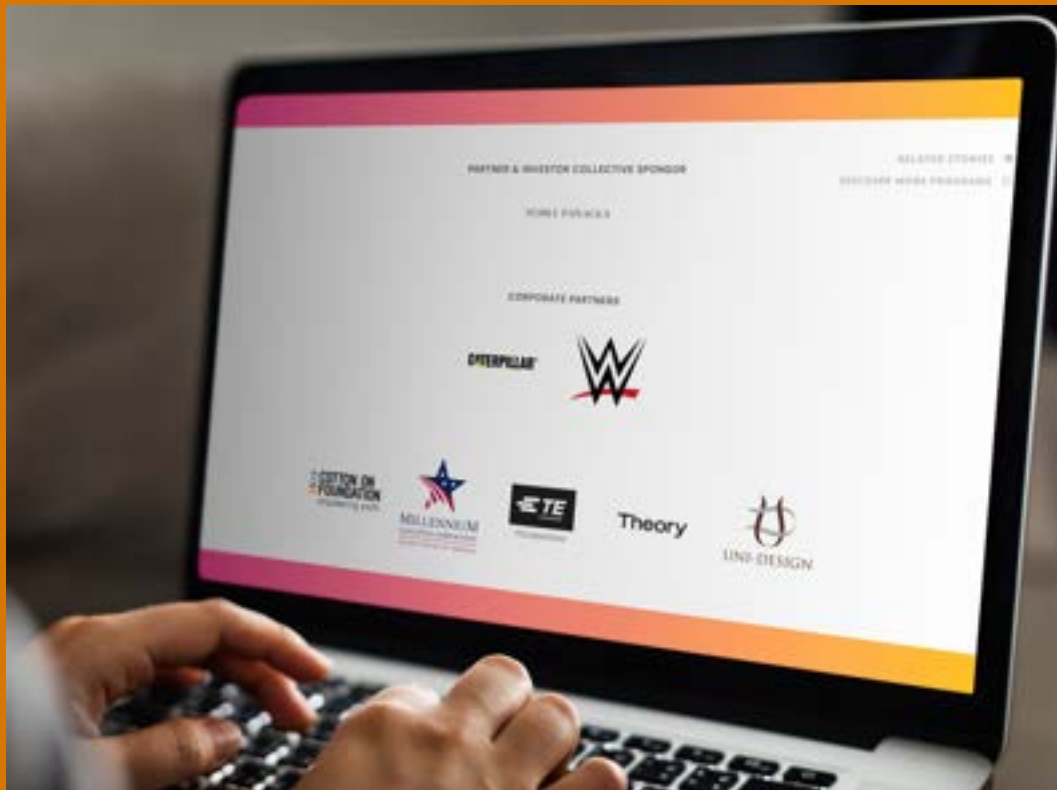
:15 second video commercial to play for all attendees

Logo recognition on digital event program

Logo recognition on-screen during the event

Verbal recognition from event emcee

Recognition on #GirlHero event page on girlup.org





INDIVIDUAL DONOR OPPORTUNITIES

\$2,500

Listing in event program

Listing on recognition slide during the event

Listing on Girl Up event web page

\$1,000

Listing on recognition slide during the event

Listing on Girl Up event web page

\$500

Listing on Girl Up event web page

for Sponsorship Inquiries

CONTACT

CAROL CROPP:
CCROPP@GIRLUP.ORG

