2023–2024 Sponsorship Opportunities
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Why Choose Girl Scouts of Central & Southern New Jersey

Elevate your corporate social responsibility by partnering with Girl Scouts of Central & Southern New Jersey

Building strength and confidence in girls is the cornerstone of our mission. Armed with this assurance, Girl Scouts go on to do great things: leading peers and others, innovating and forging new paths, and thinking outside the box to benefit their families, communities, and beyond. Your investment boosts every Girl Scout’s ability to make positive changes in her community and beyond. GSCSNJ membership is 23,000 strong, with youth members and adults located across 9 counties in southern and central New Jersey. We offer diverse media and communications channels to elevate your cause marketing initiatives, and provide authentic grass-roots brand visibility throughout our Girl Scouts community.

Within Girl Scouts, girls find tools for nurturing their physical and mental well-being, building long-term success, and creating fair and equitable spaces. By partnering with Girl Scouts of Central & Southern New Jersey, your company can align with the largest girl-serving organization in the world.

Added Value

Website
Monthly Visitors: 21,439
Monthly Unique Visitors: 14,040
Return Rate: 24%
# of Page Views: 68,196.75
Average Time Spent on Website: 2 minutes, 9 secs
Bounce Rate: 33%

Social Media
Our social media channels reach approximately 15,825 followers
Every year, Girl Scouts of Central & Southern New Jersey hosts multiple Signature Events. At each event, we prominently recognize the sponsors who’ve joined the Girl Scout Movement. By sponsoring an event as a corporation or individual, you’re championing the leadership of girls and young women through GSCSNJ programming.

**STEM Conference**  
*Season: Winter*

At our annual STEM Conference, Girl Scouts of all ages explore activities designed to develop their STEM confidence, STEM competence, STEM interest, and an understanding of the value of STEM. In a day of learning, girls deepen their knowledge through hands-on workshops that create lasting experiences. Guided by supportive adults and peers, girls discover their talents and expand their horizons by taking healthy risks in a safe and supportive all-girl setting.

**Cookie University**  
*Season: Winter*

At Cookie University, girls develop fundamental business skills alongside proven strategies to boost cookie sales! Girl Scouts in grades K-5 learn how to launch their own cookie enterprise while building new skills and having fun. Girls discover how to set goals and use successful selling and marketing strategies to achieve their goals. Cookie University gives girls a new level of confidence to excel at customer service, money management, and product line assessment.

**Girl Leadership Summit**  
*Season: Fall*

At the Girl Leadership Summit, girls have opportunities to engage with women who are changing the world and to interact with amazing peers. Girls will interact with a wide array of successful professional women who will represent all four pillars of our mission. This summit prepares older Girl Scouts for the upcoming transitional phases of their lives — including entering high school, college, and the workforce.

**G.I.R.L. Awards/ Gold Award Ceremony**  
*Season: Spring*

The Girl Scout Gold Award is the highest honor a Girl Scout can earn and acknowledges each recipient’s power and dedication to not only bettering herself, but to making the world a better place for others. Once a year GSCSNJ convenes a gathering of more than 300 girls and volunteers to recognize the new class of Gold Award Girl Scouts who have achieved this elite status by creating sustainable solutions to a pressing community problem.
Adults-Only Events

Volunteer Conference
*Season: Fall*

Girl Scout Troop Leaders and Volunteers are the key to girls' high-impact leadership development experiences in Girl Scouts. Each year Troop Leaders and Volunteers are invited to this annual conference to learn more about new developments from our Council & GSUSA, attend enriching workshops, and network with other volunteers and council staff.

Celebrate
*Season: Fall*

Girl Scouts of Central & Southern New Jersey appreciates the valuable time and talent that our volunteers dedicate to building girl leaders. At this event we recognize and appreciate them, highlighting successes from the year and granting awards to those with exceptional records.

Cookies, Corks, and Brews
*Season: Winter*

Join us for Cookies, Corks and Brews! Enjoy light appetizers, and cookie-themed drink pairings. Proceeds from Cookies, Corks, and Brews benefit Girl Scouts of Central & Southern New Jersey Girl Scouts programming.

View Sponsorship Opportunities for these Signature Events on the following pages!
Sponsorship Levels

**Champion | $50,000**  
*Sponsorship of five (5) signature events*

- Premier sponsor of one Signature event with exclusive marketing opportunities
- Employee Engagement/Team Building opportunity for up to 15 people at one of GSCSNJ’s camps. Activities include rock climbing, zip lining, kayaking.
- Partnership highlight (content block) in GSCSNJ quarterly e-newsletter
- Logo placement and sponsor name mention in associated event email promotion
- Logo placement on gscsnj.org with linkback
- GSCSNJ press release highlighting sponsorship
- Four (4) social media posts highlighting associated sponsorship
- Feature story in GSCSNJ annual report

**Changemaker | $25,000**  
*Sponsorship of four (4) signature events*

- Partnership highlight (content block) in GSCSNJ quarterly e-newsletter
- Logo placement and sponsor name mention in associated event email promotion
- Logo placement on gscsnj.org with linkback
- GSCSNJ press release highlighting sponsorship
- Three (3) social media posts highlighting associated sponsorship
- Acknowledgement in GSCSNJ annual report

**Take Action | $10,000**  
*Sponsorship of three (3) signature events*

- GSCSNJ press release highlighting sponsorship
- Logo placement on gscsnj.org with linkback
- Two (2) social media posts highlighting associated sponsorship
- Acknowledgement in GSCSNJ annual report

**Connect | $5,000**  
*Sponsorship of two (2) signature events*

- Logo placement on gscsnj.org with linkback
- Social media post highlighting associated sponsorship
- Acknowledgement in GSCSNJ annual report

**Discover | $2,500**  
*Sponsorship of one (1) signature events*

- Social media post highlighting associated sponsorship
- Acknowledgement in GSCSNJ annual report
# Sponsorship Levels at a Glance

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<th>Changemaker $25,000</th>
<th>Take Action $10,000</th>
<th>Connect $5,000</th>
<th>Discover $2,500</th>
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<tr>
<td>Sponsorship of signature events</td>
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For inquiries or to purchase a sponsorship, please contact us at FundDevelopment@gscsnj.org or 856.795.1560
Fund Development

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2023–2024
Sponsorship Opportunities