

Women of Achievement 2016

Girls Change the World



April 14, 2016 | The Westmount Country Club, Woodland Park, NJ



Proceeds from *Women of Achievement* provide financial assistance to girls in need, especially within GSNNJ's urban areas, who without our help would not receive the benefits of Girl Scouting. We believe that when girls succeed so does society. It's important to ensure every girl in every zip code develops the confidence that Girl Scouts nurtures.

Women of Achievement 2016

Girls Change the World



Thursday, April 14, 2016 | 5:30pm to 9:00pm | The Westmount Country Club, Woodland Park

What is a *Women of Achievement* Honoree?

Each year Girl Scouts of Northern New Jersey (GSNNJ) pays tribute to local women who are leaders, innovators and change makers within their fields, and who are exceptional role models for young women. The honorees represent the Girl Scout mission—to build girls of courage, confidence, and character—and emulate what we try to instill through Girl Scouting.

Honoree Awards Categories:

- *Women of Achievement*: Recognizes women who have accomplished notable success in their professions and in their community;
- *Elinor J. Ferdon, Young Woman of Promise*: Recognizes a woman (age 25-35) who is making great strides in her profession and in her community;
- *Mitzi Golbek Spirit of Girl Scouting Award*: Recognizes a GSNNJ volunteer whose extraordinary service parallels Mitzi's innovation and vision.

What is *Women of Achievement*?

Women of Achievement is our annual thought-leadership fundraising gala, with an extended cocktail reception, silent auction, dessert and an inspirational program. The event is our festive way to celebrate outstanding role models while providing the necessary funds to help girls in need, especially within our urban areas who without our help wouldn't receive the benefits of Girl Scouts.

Who attends *Women of Achievement*?

More than 400 business professionals, government officials, volunteers and members attend the event that is a celebration of the accomplishments of several outstanding women. Attendees support the work of the Girl Scouts, who wish to raise awareness of the need to inspire more women and girls into leadership roles, especially in our urban communities.

2016 *Women of Achievement* Theme: The Gold Award—Changing the World!

Over the last century, young women have honored their leadership skills to earn the highest award in Girl Scouts, the Gold Award. While this award has gone by many names—starting as the Golden Eaglet of Merit in 1916 and becoming the Gold Award in 1980—it has always recognized girls who take action to make our world a better place. Gold Award recipients do good work in our backyard, throughout our country and on the other side of the planet!

Partnership Visibility and Benefits

Strong Brand Value: A Girl Scouts partnership aligns your company with one of the most well-known and trusted brands in the world. On a local level, your support of GSNNJ provides positive exposure within your community, and alignment with highly respected women who are influencers in their field.

Audience Reach: GSNNJ provides the Girl Scout Leadership Experience to more than 28,000 girls in grades K-12 with the assistance of more than 16,000 dedicated adult members in Bergen, Morris, Passaic, Sussex and northern Warren counties. Of 112 Girl Scouts councils in the nation, GSNNJ ranks third in market share and second in girl retention. One of every six girls in northern New Jersey is a Girl Scout, establishing us as the largest girl-serving organization in the state.

Women of Achievement 2016

Girls Change the World



Tribute Journal Opportunities

Name: _____ Title: _____

Company/Organization: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Advertising Opportunities

Tribute Journal Covers (5" x 7"): \$1,200
Front, Back or Inside Covers
Includes name recognition on GSNNJ website

Gold Full Page (5.5" x 8.5"): \$1,000
Includes placement in the gold section of the journal

Full Page (4.5" x 7"): \$600

Half Page (4.5" x 3.75"): \$375

Business Card (3" x 2"): \$150

Tribute Journal and Ticket Package: \$470
Includes two tickets to event and business card ad

Full page and cover layout

Half page layout

Business card layout

Specifications

Files to be submitted in JPEG, TIFF or PDF. Gold ads are printed in gold ink; all others are printed in black and white

Ad Deadline

Monday, March 21, 2016

Ad Submission

Sending ad to jtanis@gsnnj.org or mail to GSNNJ, 95 Newark Pompton Turnpike, Riverdale, NJ 07405

Enclosed is a check made payable to GSNNJ (95 Newark Pompton Turnpike Riverdale, NJ 07457)

Please bill my company at this address: _____

Please charge my Visa MasterCard AmEx Discover

Credit Card# _____

Expiration Date: _____ V-code: _____

Name on card: _____

Signature: _____