

## GIRL SCOUTS GO: RUN FOR THE COOKIES!

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On Saturday, **November 25, 2017** Girl Scouts of Eastern Missouri will hold its sixth annual *Girl Scouts Go* run/walk with an expected 1,400 participants and hundreds more spectators. This 5k and 1-mile run/walk is the flagship event for Girl Scouts' Health Focus Area as it provides an opportunity for girls, their families, and our community to get active!

Girls begin forming ideas of leadership at a very young age. Integral to finding success as a leader is self-confidence. Between the ages of ten and fourteen 69% of obese females demonstrated significantly lower self-esteem compared to 43% of

their non-obese peers. Furthermore, obese children with decreased self-esteem demonstrated higher rates of sadness, loneliness and nervousness.<sup>1</sup> As the premier leadership development organization for girls, we are committed to building girls, from age 5 – 18, of courage, confidence and character. That includes encouraging healthy habits—emotional, physical and social—early on, and fostering them throughout their time as a Girl Scout.

In 2016 more than 44,000 girls in eastern Missouri were Girl Scouts. With support from our community we offer simple solutions that impact the health of these girls, their families and our community.

I invite you to join us as a sponsor of Girl Scouts Go: Run for the Cookies! Like most of our programs, this race will be self-funded through registration fees. 100% of your sponsorship gift will be invested in our Health programs for girls.

[girlscoutsem.org/girlscoutsgo](http://girlscoutsem.org/girlscoutsgo)

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<sup>1</sup> <http://pediatrics.aappublications.org/content/105/1/e15.full.pdf+html>

## 2017 SPONSOR BENEFITS: GIRL SCOUTS GO

	<b>PRESENTING</b> <b>\$25,000</b> IMPRESSIONS: 1,777,310	<b>GOLD</b> <b>\$10,000</b> IMPRESSIONS: 471,740	<b>SILVER</b> <b>\$5,000</b> IMPRESSIONS: 327,300	<b>BRONZE</b> <b>\$2,500</b> IMPRESSIONS: 294,300
Race registration	Twenty (20) runners	Twenty (20) runners	Ten (10) runners	Six (6) runners
Logo on all media	✓			
Logo on medal ribbon and division winners' awards	✓			
Logo on fleetfeetstlouis.com race calendar	✓	✓		
Logo on eblasts	✓	✓	✓	✓
Logo on postcard	✓	✓	✓	✓
Logo on on-site signage	✓	✓	✓	✓
Logo on t-shirt	✓	✓	✓	✓
Logo on website in association with race	6 Months	6 Months	4 Months	4 Months
Opportunity to include branded merchandise, coupons or flyers in race packet	✓	✓	✓	✓
Opportunity to stage an informational booth at race	✓	✓	✓	✓
Logo and/or listing in fall 2017 girl program catalogue <i>Inspire Discovery</i> (June 30)	Logo	Logo	Listing	
Logo and/or listing in fall 2017 adult program catalogue <i>Lead &amp; Learn</i> (June 30)	Logo	Logo	Listing	
Logo in <i>Our Promise</i> newsletter (July 31)	✓			
Logo and/or listing in annual <i>Report to the Community</i>	Logo	Logo	Logo	Listing

*Dates reflect print deadlines for logo inclusion; Pledge must be received by date corresponding to benefit for recognition*