



Launching confident girls to be their best selves, impact their communities and create a more inclusive culture.

Our 2016 lineup includes four signature events, including our second annual Girls To The Moon Campference!



*February*

**What: The Love Within: A Girls To The Moon Valentines Workshop**

**When:** Saturday, February 13, 1pm-4pm

**Where:** Emma Bistro

**Tickets:** \$20 for previous attendees | \$35 for newcomers

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### Event Experience

Girls To The Moon will host a 3-hour workshop for girls 12-14 and their caregivers on finding love from the inside out. We will present speakers on such topics as “What Makes Us Different Makes Us Great”, “Confidence Boosters: Ways to Handle Ugh Days”, and “Just Do It! How To Make Your Dreams Come True”. Between inspirational talks, we’ll have hands-on sessions on things like real-life, age-appropriate style and beauty tips as well as a “love letter to myself” craft station.

### Experience Includes:

- ★ Take-home craft
- ★ “Love Letter to Myself”
- ★ Cupcakes, snacks and mocktails

**Attendance Goal: 100**

[www.girlstothemoon.com](http://www.girlstothemoon.com) for more details



July

**What: Lemonade Stand: A Girls To The Moon Business Lab**

**When:** Saturday, July 23, 10am-2pm (with mini events leading up to it)

**Where:** Nashville Farmers Market

**Tickets:** \$35 for previous attendees | \$50 for newcomers

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## Event Experience

In this 4-hour small business workshop for girls, we'll use the old-fashioned lemonade stand as a way to inspire creativity and entrepreneurship for girls. The first half of the day will be spent fine tuning high-quality, high-tech components for an updated lemonade stand that the girls will run that afternoon. Landing pages, email blasts and other tech / marketing components will be created in advance with girls and community partners. Girls will be assigned age-appropriate tasks and mentored by leaders in culinary arts, design, marketing and technology. Proceeds of their lemonade stand will benefit local charities.

### Experience Includes:

- ★ Lunch
- ★ Girls To The Moon T-shirt

**Attendance Goal: 50 girls engaged in creation of stand, 300 involved in product purchase**

**[www.girlstothemoon.com](http://www.girlstothemoon.com) for more details**



September

**What: 2nd Annual Girls To The Moon Campference**

**When:** Saturday, September 24, 10am-4pm

**Where:** Location pending

**Tickets:** \$25 for previous attendees | \$40 for newcomers

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## Event Experience

Our second annual Girls To The Moon Campference is back!

We'll bring a slate of engaging community speakers and interactive booths on our signature topics of health and wellness, relationships, and creativity and innovation. Speaker sessions will include things like "Social Media for Teens", "How To Handle Mean Girls", "Style for Tweens", "Engineering Careers" and "Coding & Creativity". Fun, interactive sponsor booths give girls and caregivers a unique and personal experience with sponsors.

### Experience Includes:

- ★ Lunch
- ★ Goodie bag with treats and information from sponsors and partners
- ★ Crafts, creative media and other take-home / shareable activities
- ★ Girls To The Moon T-shirt
- ★ Discounted rates to future Girls To The Moon events

**Attendance Goal: 400**

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*December*

**What:** Season of Thanks Craft & Volunteer Shoppe

**When:** Saturday, December 10

**Where:** Nossi College of Art (pending)

**Tickets:** \$5 for previous attendees | \$10 for newcomers

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## Event Experience

We'll provide simple crafts with a gratitude theme, an inspirational speaker will remind us what's most important in life, and local community groups will be on hand to sign up young volunteers and families for meaningful community-based volunteer hours.

### Experience Includes:

- ✧ One DIY gift / craft project to take home
- ✧ Snacks and punch

**Attendance Goal: 200**

[www.girlstothemoon.com](http://www.girlstothemoon.com) for more details



# Girls To The Moon Sponsorship Opportunities

## Event Experience

Girls To The Moon is a socially-conscious LLC bootstrapped by three well-known Middle Tennessee women executives as an enthusiastic side passion. In sponsoring Girls To The Moon, you are underwriting a project whose mission is to help as many girls as possible to navigate the world with grace and confidence, expand their imaginations and connections, become better friends and leaders, build and achieve incredible things, and give back to their communities. You are making Middle Tennessee a better place by helping our girls get to the moon.

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## Audience & Support

In our first year, we held one signature “campference”, which was preceded by several smaller get-togethers. Our digital presence is managed by one of the nation’s top social content influencers (Courtney Seiter of Buffer), and we plan to launch a new website in the first half of 2016. Here’s what we did last year:

### Reach

- ✦ Attendees: 300+; 62% from Davidson County, 28% from Williamson County, and 10% elsewhere
- ★ 94% loved the experience
- ★ More than 75% rated the sessions at the highest possible
- ★ 80% would recommend Girls To The Moon to friends or family
- ✦ Website: 13,000 unique visitors
- ✦ Social media: 6,700 interactions by 5,000 individuals for a potential reach of 869,000 people. Our #GTTM15 hashtag was trending on Twitter during our event!
- ✦ Email: Average open rate of 64% (industry average is 24%); 18 emails in 6 months

### Testimonials

- “ I look forward to the next event and will definitely utilize the sponsors that gave their time, talents and gifts to share with us.
- “ I’m very glad to give my girls a safe place to ask questions and hear empowering stories!
- “ It’s definitely something I would recommend to others in the future.
- “ I loved the topics and the diversity of the speakers. It was a Saturday well spent.

### Media

- ✦ [Transmission to the Moon](#), Podcast by Relationary Marketing
- ✦ [Photos by GTTM team](#)
- ✦ [News article by Southern Alpha](#)





## Presenting Sponsor

Presenting event sponsors have a passion around a particular event concept or topic and opt to be the lead sponsor at that event. We're looking for presenting sponsors with strong community ties and a track record of supporting women and families. Sponsor benefits include:

- ✦ "Presented by" naming rights  
(Girls To The Moon 2016 Campference presented by ...)
- ✦ Category exclusivity
- ✦ Premiere, interactive booth space
- ★ We will work with you to develop a fun, engaging and pitch perfect booth concept that will be a hit with our girls and caregivers
- ★ Opportunity to sell merchandise or collect emails at booth space
- ✦ Premiere placement of name and logo on Girls To The Moon website
- ✦ Social media mentions
- ★ 2x monthly three months leading up to event
- ★ 2x weekly during event month
- ✦ Opportunity for representative of your organization to introduce keynote speaker or welcome guests during the kickoff of events
- ★ We will work with you to integrate you respectfully and authentically into the flow of the GTTM program
- ★ Additional thank you during program announcements and / or lunch break
- ✦ Name and logo on all marketing collateral, including:
  - ★ Event ads
  - ★ Ticketing and registration
  - ★ Email communication to attendees
  - ★ Fliers and posters distributed at schools in Davidson and Williamson counties
  - ★ Program distributed on-site at the campference
- ✦ Logo on campference and business camp tshirt back
- ✦ Logo on goodie bags
- ★ Opportunity to include items in goodie bags

**Cost: \$3,000**

FREQUENCY DISCOUNT: FOR BUSINESSES WHO WOULD LIKE TO BE THE PRESENTING SPONSOR AT MORE THAN ONE EVENT, WE OFFER THE FOLLOWING DISCOUNT PACKAGE: X2 = \$5,500 | X3 = 8,000 | X4 = \$10,000

## Gold Sponsors

Gold sponsors are deeply invested in making Middle Tennessee a brighter, more creative and safer place for girls to be their whole selves. Sponsor benefits include:

- ✦ Interactive booth space
- ★ We will work with you to develop a fun, engaging and pitch-perfect booth concept that will be a hit with our girls and caregivers
- ★ Opportunity to collect emails at booth space
- ✦ Placement of name and logo on Girls To The Moon website
- ✦ Social media mentions
- ★ 1x monthly during three months leading up to event
- ★ 1x weekly during event month
- ✦ Thank you during program announcements
- ✦ Name and logo on marketing collateral, including:
  - ★ Event ads
  - ★ Ticketing and registration
  - ★ Email communication to attendees
  - ★ Fliers and posters
  - ★ Program distributed on-site
- ✦ Opportunity to include items in goodie bags

**Cost: \$1,200**





## Community Sponsors

We thank our community sponsors very much for everything they do to support girls and women in Nashville and beyond. We know you are the grassroots doers and movers who make the world turn. Sponsor benefits include:

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- ✧ Interactive booth space
  - ★ We will work with you to develop a fun, engaging and pitch-perfect booth concept that will be a hit with our girls and caregivers
  - ★ Opportunity to collect emails at booth space
- ✧ Placement of name and logo on Girls To The Moon website
- ✧ Social media mentions
  - ★ 1x monthly during three months leading up to event
  - ★ 1x weekly during event month
- ✧ Name and logo on marketing collateral, including:
  - ★ Ticketing and registration
  - ★ Email communication to attendees
  - ★ Program distributed on-site at the campference
- ✧ Opportunity to include items in goodie bags

**Cost: \$500**

## In-Kind Sponsors

The success of Girls To The Moon hinges on the talent of the Nashville community. That's why we know this will work. We appreciate in-kind sponsors who offer their expertise and craft to making GTTM 2016 a wonderful experience for girls and their caregivers. Sponsor benefits include:

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- ✧ Interactive booth space
  - ★ We will work with you to develop a fun, engaging and pitch-perfect booth concept that will be a hit with our girls and caregivers
  - ★ Opportunity to collect emails at booth space
- ✧ Placement of name and logo on Girls To The Moon website
- ✧ Social media mentions
  - ★ 1x monthly during three months leading up to event
  - ★ 1x weekly during event month
- ✧ Name and logo on marketing collateral, including:
  - ★ Ticketing and registration
  - ★ Email communication to attendees
  - ★ Program distributed on-site at the campference
- ✧ Opportunity to include items in goodie bags

