

girl scouts 
of northern california



Sponsorship Opportunities

*Empower the next generation of leaders.
Strengthen Communities. Build the Future.*

Girl Scouts of Northern California

At Girl Scouts of Northern California, we build girls of courage, confidence, and character—leaders who are ready to thrive in a fast-changing world. For over a century, Girl Scouts has been a powerful platform for leadership development, mentorship, and lifelong transformation.

As the largest girl-serving organization in Northern California and one of the largest Girl Scout councils in the nation, we reach more than 40,000 Girl Scouts and adult volunteers across 19 counties.



46,000+

members in
Northern California

2,000+

troops across
19 counties

112

years of redefining what's possible
for girls and gender-expansive
youth everywhere

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To learn more about Girl Scouts of Northern California, visit www.gsnorcal.org



Our Council



From Gilroy to the Oregon border. Girl Scouts of Northern California are shaping the next generation of trailblazers, CEOs, scientists, public servants, and change-makers.

92% of Girl Scout alums say it made them who they are today.

That's not just impact, that's lifelong transformation!



What we do

Build the leaders the world needs

Leadership & Life Skills: Girl Scouts develop critical leadership skills and take the lead through hands-on projects, community impact initiatives, and national awards, Girl Scouts emerge as confident, service-minded changemakers.

Fuel the future workforce

STEM & Innovation: Girl Scouts engage in robotics, environmental science, cybersecurity, and coding through accessible, inclusive experiences that spark innovation and up-skill the next generation of tech talent in the workforce.

Cultivate future founders and executives

Entrepreneurship: Through the iconic Girl Scout Cookie Program and beyond, Girl Scouts build workplace readiness with goal setting, budgeting, ethical decision-making, and customer service gaining the tools to launch their futures.

Invest in the places where girls grow brave

Outdoor: At Girl Scout camps and outdoor programs, Girl Scouts develop resilience, collaboration, and courage. From ropes courses to backcountry hikes, they learn to lead in unfamiliar settings and discover their inner strength while connecting with nature.

Increase Access and Advance Equity

Community Based Programs: Our community-based initiatives provide mentorship, community, and multi-generational activities, through culturally responsive programs to develop resilience, mental wellness, leadership, and connection, empowering girls to build healthy relationships and thrive together.

53% of female entrepreneurs and business owners say...

they were Girl Scouts, proving cookie bosses really do grow into CEOs!



Why Sponsor Us?



Invest in *girl-led* leadership

Becoming a sponsor of Girl Scouts of Northern California is a strategic investment in leadership, equity, and future talent. Our partnerships help close opportunity gaps and elevate underrepresented voices while aligning with corporate values around diversity, workforce development, and social impact.

With broad brand recognition and a deeply loyal, multigenerational network of families, alums, and volunteers, Girl Scouts offers meaningful exposure and high-impact engagement across Northern California.

A Girl Scout sponsorship delivers

Whether your organization is focused on leadership development, sustainability, education, or social responsibility, we deliver:

- ✓ Leadership development and workforce readiness outcomes
- ✓ Brand alignment with a century-old, trusted movement for girls
- ✓ Employee engagement opportunities through service days and local programs
- ✓ Recognition and visibility across our vibrant community
- ✓ Co-branded impact initiatives that bring your mission to life

Together, we are building the next generation of leaders.



Sponsorship

LEVELS AND BENEFITS

Saying “yes” to a sponsorship means partnering with the premier leadership-development organization for girls, a well-known brand for over 100 years.

	TRAILBLAZERS \$250,000+	CHANGEMAKERS \$100,000- \$249,999	PATHFINDERS \$50,000- \$99,999
Co-branded event or initiative with exclusive event marketing opportunities			
Speaking opportunity at a signature event			
Feature story on blog or social media			
Corporate service or volunteer day			
Your Logo on event Marketing Materials			
Social Media recognition			
Logo and Link on sponsor webpage			
Sponsor listing on website			
Invitation to donor appreciation events			
Recognition in Annual Report			



Sponsorship

LEVELS AND BENEFITS

We invite your company to join forces with thousands of Girl Scout supporters where we will make the world a better place, together!

	BRIDGEBUILDERS \$25,000- \$49,999	ADVENTURERS \$10,000- \$24,999	SUPPORTERS \$5,000- \$9,999
Co-branded event or initiative with exclusive event marketing opportunities			
Speaking opportunity at a signature event			
Feature story on blog or social media			
Corporate service or volunteer day			
Your Logo on event Marketing Materials			
Social Media recognition			
Logo and Link on sponsor webpage			
Sponsor listing on website			
Invitation to donor appreciation events			
Recognition in Annual Report			

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Questions?

Email: funddevelopment@gsnorcal.org



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