

2025 SPONSORSHIP OPPORTUNITIES



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A Note From the Executive Director

Dear Champion for Girls,

I'm reaching out to you on behalf of hundreds of girls in Forsyth County for your support and partnership. LEAD Girls of NC is an organization dedicated to empowering pre-teen girls by providing them with the resources they need to unlock their limitless potential. In 2024, we supported 355 girls at nine program sites in Winston-Salem/Forsyth County Schools, and extended our reach to three cottages at Crossnore Children's Home, while offering community-based programs and workshops in downtown Winston-Salem.



"Young people are experiencing a level of distress that calls on us to act with urgency and compassion," said CDC Division of Adolescent and School Health Director, Dr. Kathleen Ethier. **"With the right programs and services in place, schools have the unique ability to help our youth flourish."**

At LEAD Girls, we know the challenges facing today's girls are profound. Teen girls are experiencing peak levels of violence, sadness, and suicide risk. These obstacles can seem insurmountable, but we are confronting them head-on with an evidence-based curriculum designed to uplift and transform lives.

Through this vital work, we focus on four critical pillars: **Awareness, Communication, Leadership, and Perspective.** In addition, we provide hands-on STEM career exploration, entrepreneurship, and partnerships with universities/colleges that deepen exploratory learning. The results speak for themselves. Year after year, our program data reveals marked improvements in self-esteem, and self-concept, and a reduction in at-risk behaviors. Our girls are excelling academically, reporting a stronger sense of purpose and determination in their work.

The LEAD Girls team is passionately dedicated to nurturing, inspiring, and equipping the next generation of female leaders. However, we need our community's backing—YOUR support—to ensure that we can reach more girls, offer more opportunities, and deepen the impact we're making.

We invite you to consider joining us as a sponsor so our girls flourish. With your help, we can:

Empower more young women to develop crucial communication skills, self-awareness, and leadership abilities.

Reduce bullying and risky behaviors by providing girls with the tools to make healthy, informed choices.

Cultivate teamwork, conflict resolution, and meaningful conversation, ensuring each LEAD Girl knows her worth and understands that she can be anything.

Prepare our girls to become the changemakers, leaders, and entrepreneurs who will shape the future of our communities, families, and world.

Thank you for considering this opportunity to make a lasting impact. Please look at the many opportunities to partner with us as an organization or through an event. We also offer the flexibility to create a custom sponsorship package that aligns with the goals and vision of your business.

We are deeply grateful for your support and look forward to the possibility of partnering with you to empower the next generation of women leaders.



Together,

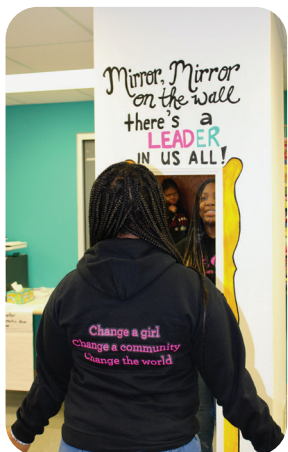
Joy Nelson Thomas
Founder & Executive Director

Since launching in 2016, LEAD Girls of NC has empowered over 2,100 girls, and we are just getting started! Our mission is simple but powerful: **to ensure every girl is heard, seen, valued, and equipped with the tools they need to achieve their full potential.** We work with girls in North Carolina whose access to resources does not match their limitless potential.

We are proud of the lives we have touched, but we know that the need is greater than ever. We invite you to invest in LEAD Girls of NC. **Together, we can change a girl's life, change a community, and change the world.**



Support 400 girls ages 9 - 16
with 17,500 support hours



Our Program & Outreach

Bi-weekly Leadership Workshops at Title I Schools in Forsyth County

Mineral Springs Middle | 6th - 8th

Cook Literacy Model | 5th

Middle Fork Academy | 5th

Clemmons Middle School | 8th

Flat Rock Middle School | 7th

Paisley Middle School | 6th - 8th

Walkertown Middle School | 8th

Wiley Middle School | 6th - 8th

Community LEAD | 6th - 8th

STEAM | 6th - 8th

Ambassadors | 9th - 11th



Special Signature Events and Programming

Ninth Annual Soiree and LEADing the Way Awards

Two-Week Summer Entrepreneurship Fashion Camp

Fall Leadership Expo

LEAD Parent Program

Additional Events

BridgeHER experience

Holiday For HER

Wellness Events





LEAD Girls' annual sponsorship program supports LEAD Girls workshops and outreach for a full calendar year. This allows for year-round opportunities for engagement and organizational-wide exposure with our LEAD Girls in schools and in the community, at our signature events, and additional community programs during the school year.

Ways You Can Help: Sponsorship Levels

LEADing the Way

\$20,000+

Support One Cohort of 20 Girls for the School Year with 1,200 support hours.

Top-tier recognition and logo placement on the front page of our website, in our e-newsletter footer, and all print (including t-shirts, ads, and media releases) and on digital communications as an organizational sponsor for one year.

A full-page ad in the program(s) with logo on signage / invitation / ad at all hosted LEAD events.

A ticket package (8 tickets) with reserved seating to attend our March 16, 2025 Soiree and Behind-the-Scenes Invitations to All Other Events.*

Cohort named recognition.

Opportunity to offer greetings at two events on behalf of the company.

Opportunity to have information shared at all signature events and in LEADer bags for girls twice a year (digitally or by providing promotional materials / items).

Social media highlights with e-newsletter Sponsor Spotlight feature.

Three blasts to all girls/families through our mass text system about services and opportunities.

Champion for Girls

\$10,000+

Support 10 Girls for the School Year with 600 support hours.

Significant recognition and logo placement in print and digital communications as an organizational sponsor for one year.

A full-page ad in the program(s) with logo on signage / invitation / ad at two LEAD events.

A ticket package (8 tickets) with reserved seating to attend our March 16, 2025 Soiree and Behind-the-Scenes Invitations to Three Other Events.*

Opportunity to offer greetings at your chosen event on behalf of the company.

Opportunity to have information shared at two signature events & in LEADer bags for girls once a year (digitally or by providing promotional materials / items).

Social media highlights with e-newsletter Sponsor Spotlight feature.

Two blasts to all girls/families through our mass text system about services and opportunities.

**A LEAD GIRL
SAID IT BEST:**

**Once
people know
their worth,
they behave
differently.**



Because Every Girl Can

\$7,500+

Support 8 Girls for the School Year with 480 support hours.

Substantial promotional presence in all print and digital communications.

A half-page ad in the program with logo on signage / invitation / ad at one LEAD event.

A ticket package (8 tickets) with reserved seating to attend our March 16, 2025 Soiree and Behind-the-Scenes Invitations to Two Other Events.*

Presenter of a LEADing the Way Award at Soiree.

Opportunity to have information shared at one signature event & in LEADer bags for girls once a year (digitally or by providing promotional materials / items).

Social media highlights with e-newsletter Sponsor Spotlight feature.

One blast to all girls/families through our mass text system about services and opportunities.

Change the World

\$5,000+

Support 4 girls as they participate in a Two-Week Summer Entrepreneurship Fashion Camp.

Event-specific promotional presence in print and digital communications in connection with one event.

Acknowledgment with logo during one event through a half-page program ad and on event signage.

A ticket package (8 tickets) with reserved seating to attend our March 16, 2025 Soiree and a Behind-the-Scenes Invitation to One Other Event.*

Presenter of a LEADing the Way Award at Soiree.

Opportunity to have information shared at one signature event and in LEADer bags for girls once a year (digitally or by providing promotional materials / items).

Acknowledgment on social media (with link or tag).

One blast to all girls/families through our mass text system about services and opportunities.

Change the Community

\$2,500+

Provide snacks and meals during one semester for two school cohorts.

Promotional presence in digital materials and in e-newsletters in connection with one event.

Acknowledgment with logo during one event through a quarter-page program ad.

A ticket package (4 tickets) to attend our March 16, 2025 Soiree.*

Opportunity to have information shared in LEADer bags for girls once a year (digitally or by providing promotional materials / items).

Acknowledgment on social media (with link or tag).

*All sponsorship levels are offered a program with LEAD staff for employees, a first-hand visit to witness LEAD programming, and inclusion in our Annual Report.

*The fair market value may change depending on your event choice. For our 2025 Soiree, one ticket = \$100; Table of 8 = \$750. This ticket amount will be deducted from your total donation for tax purposes. Please note, Behind-the-Scenes Events have no market value.



Change a Girl

\$1,500+

Provide one girl with 130+ support hours to participate in LEAD Girls' bi-weekly workshops, Summer Camp, and Expo with support materials and two LEADer Boxes filled with curriculum supplies, books, and kits.

Logo and link listing on LEAD Girls' website in connection with one event.

Acknowledgment on social media (with link or tag).

We are deeply grateful for your support and look forward to the possibility of partnering with you to empower the next generation of women leaders.