



# Where Confidence Grows

2026-2027  
Corporate Partnership Opportunities



# We are Girl Scouts

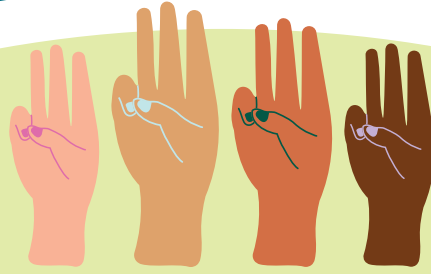
*Making the World a Better Place*

We at Girl Scouts of Michigan Shore to Shore (GSMISTS) share your commitment by ensuring that girls in all communities have the opportunity to develop essential leadership skills. **Our mission of building girls of courage, confidence, and character who make the world a better place is amplified by partners like you.**

GSMISTS covers 30 counties in west and northern Michigan, serving over 5,700 girls and growing. We spend our days empowering girls to lead their own adventures, team up with others, and participate in hands-on activities through the Girl Scout Leadership Experience.

While participating in the Girl Scout Leadership Experience (GSLE), Girl Scouts gain important skills in four areas: STEM, Outdoors, Life Skills, and Entrepreneurship.

GSMISTS believes every girl is empowered to fulfill her potential and make the world a better place. Together with our corporate partners we can continue to offer a unique, girl-led experience where girls can try new things, make new friends, develop lifelong skills, and take on leadership roles. By investing in Girl Scouts today, you are filling the talent pool of tomorrow.



# Key Annual Events

## *Discover GSMISTS*

Throughout the year GSMISTS holds Key Annual Events and Patch Programs that enhance the Girl Scout Leadership Experience. All of which are crucial to helping us fulfill our mission of building girls of courage, confidence, and character who make the world a better place.

### **Key Annual Events include:**

- The Girl Scout Leadership Conference
- Annual Meeting & Volunteer Recognition Ceremony
- Girl Scout Recognition Ceremony
- Fall Membership Kickoff

In this document, we'll detail these events and patch programs, why they matter, as well as the partner benefits available for sponsors.

### **Additional Opportunities:**

- Council Developed Programs
- Council Printed Resources
- Volunteer Training

Thank you for investing in Girl Scouts!  
Together, we can encourage Girl Scouts to dream big and work hard toward a future of their design that will make the world a better place!



# 2026 Girl Scout Leadership Conference

The GSLC is a mentoring and career program for Girls Scouts that will show them all that is possible in a variety of career paths, especially those in which women are underrepresented, inspiring them to dream big and work hard. In collaboration with engaged and thoughtful community women leaders, Girl Scouts of Michigan Shore to Shore seeks to develop tomorrow's talent with courage, confidence, and character who make the world a better place.

**Who:** Girl Scouts (grades 5-12) and women of distinction in our community.

**What:** A gathering of Girl Scouts and women in leadership who serve as role models (mentors) and come from a variety of fields and industries, including STEM, the Arts, Business and Trades.

**While at the conference, girls will:**

- Learn from a distinguished Girl Scout Alum keynote speaker
- Participate in small group mentoring sessions and Q&A
- Receive quality guidance from mentors that will impact their future and cultivate leadership skills
- Earn the GSMISTS "Girl Scout Leadership Conference" patch
- Meet and connect with Girl Scouts from across northern and west Michigan

**When:** Nov. 7<sup>th</sup> 2026, 10:00 a.m. - 2:00 p.m.

**Where:** Frederik Meijer Gardens & Sculpture Park

# Investing in the GSLC

## **Ambassador Sponsor - \$20,000**

- Recognition in all press releases
- Participation in media interviews
- Opportunity to interact with Girl Scouts during the GSLC
- Podium recognition
- Sponsor signage
- Company logo on event print materials, and social media promotions before, during, and after event
- Prominently displayed logo and company website link placed on GSMISTS website
- Opportunity to include branded item in conference swag bag

## **Senior Sponsor - \$10,000**

- Opportunity to interact with Girl Scouts during the GSLC
- Company logo on event and print materials, and social media promotions before, during, and after event
- Podium recognition
- Sponsor signage
- Prominently displayed logo and company website link placed on GSMISTS website
- Opportunity to include branded item in conference swag bag

## **Cadette Sponsor - \$5,000**

- Company logo on event and print materials, and social media promotions before, during, and after event
- Sponsor signage
- Prominently displayed logo and company website link placed on GSMISTS website
- Opportunity to include branded item in conference swag bag

## **Daisy Sponsor - \$3,000**

- Company logo on event and print materials, and social media promotions before, during, and after event
- Sponsor signage
- Opportunity to include branded item in conference swag bag



# Girl Scout Recognition Ceremony

Annually, GSMISTS celebrates the remarkable achievements of our girls at our Girl Scout Recognition Ceremony.

Gold, Silver, and Bronze Award Girl Scouts are recognized as well as top entrepreneurs in the Fall Treats and Reads Program and the Girl Scout Cookie Program.

This ceremony recognizes exceptionalism, fostering a growth mindset.

**Sponsorship Benefits for the Girl Scout Recognition Ceremony include:**

- Podium recognition
- Sponsor signage
- Featured in GSMISTS publications
- Logo featured on website
- Logo featured on social media

**Investment- \$10,000**





# Fall Membership Kickoff

Each Fall, to launch the next membership year, a Fall Kickoff event is hosted for our amazing volunteers with unique educational sessions curated by GSMISTS staff.

The 3,000+ volunteers who are vital to the Girl Scout experience are invited to prepare to lead the next generation. This opportunity ensures that our Girl Scouts are led by exceptional individuals.

## Sponsorship Benefits for Fall Membership Kickoff include:

- Podium recognition
- Sponsor signage
- Featured in GSMISTS publications
- Logo featured on website
- Logo featured on social media

**Investment- \$10,000**





# Annual Meeting & Volunteer Recognition Ceremony

Once a year, GSMISTS hosts an Annual Meeting & Volunteer Recognition Ceremony where we share news of organizational accomplishments and honor the heartfelt efforts and dedication of our incredible volunteers, recognizing their unwavering leadership and commitment to Girl Scouts.

**Sponsorship Benefits for the Annual Meeting & Volunteer Recognition Ceremony include:**

- Podium recognition
- Sponsor signage
- Featured in GSMISTS publications
- Logo featured on website
- Logo featured on social media

**Investment - \$10,000**





# Partner Branded Patch Programs

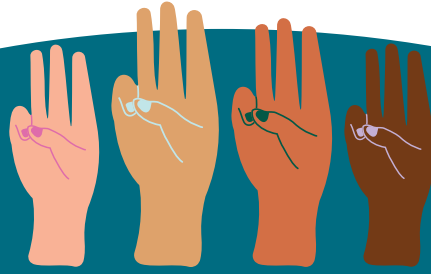
Patches represent a unique opportunity for collaboration on the local and regional levels between GSMISTS and our community partners. As a Patch Program partner, we work with your organization to identify an area you'd like to support while keeping your corporate social responsibility priorities in mind.

**Sponsorship Benefits for Patch Programs include:**

- Patch branded with your company's logo (potential to be earned by 5,700+ Girl Scouts)
- Logo inclusion in GSMISTS publications
- Option to support age-appropriate patch curriculum at every level (K-12) or as a progressive series of programs for a targeted Girl Scout level (Daisies, Brownies, Juniors, etc).

**Investment - \$10,000**





# Girl Scout Leadership Experience

The GSLE is a research-based leadership development program that helps girls build self-confidence, learn positive values, overcome challenges, and positively impact their communities.

## **Partner Benefits & Logo Visibility:**

As a major donor, you will gain recognition that enhances your organization's voice as a community leader dedicated to girl empowerment, along with the additional benefits:

### **Publications:** (digital newsletters)

- In The Know (monthly): 3,000+ adult leaders
- Shore Shout Out (quarterly): 7,000+ members
- Change Makers, (annually): 2,000+ donors

### **Events:**

- Invitation to:
  - Annual Meeting & Volunteer Recognition Ceremony
  - Girl Scout Recognition Ceremony

### **Social Media:**

- Appreciation post recognizing sponsorship

### **Website:**

- Logo on corporate sponsorship page

### **Sponsorship Recap with Analytics**

**Investment - \$25,000**



# Benefits of Investing in the GSLE

## Diversity and Inclusion

Your support ensures that programs are accessible to girls from all backgrounds, promoting inclusivity within our organization and community through financial aid for girl memberships, uniforms, and more!

## Comprehensive Skill Development

Girl Scouts builds girls of courage, confidence and character who make the world a better place. Girls are equipped with essential skills—financial literacy, entrepreneurship, problem-solving, and outdoor education—preparing them for success.

## Empowering Future Leaders

Your contribution directly supports programs that build leadership skills and resilience in young women, shaping the next generation of female leaders.

## Long-Term Impact

Your investment funds sustainable future programming that provides lasting benefits for girls, enhancing their educational and career path while enabling them to take on active roles as positive influences in their communities.





# Council Developed Programs

Girl Scout membership provides access to fun and unique experiences centered around STEM, Entrepreneurship, Life Skills, and the Outdoors—teaching girls the skills needed to thrive in today’s world.

**Partner benefits for all Council Developed Programs include:**

- Company logo on event materials.
- Social media posts surrounding the event.
- Opportunity to provide company branded items for giveaways

**Investment - \$2,500**





## **Kiskey Science Center Programming Oct. 2025 – Sept. 2026**

Bi-monthly opportunities, focusing on increasing girls' interest in STEM and encouraging them to spend outdoors, are offered at the Kiskey Science Center, located in the Betsy Cutler House in Muskegon.



## **Girl Scout DreamLab Programming Jan. – Sept. 2026**

The Girl Scout DreamLab is a space for, and by, girls—where they can be their authentic selves.

In this cutting-edge space, located in Greater Grand Rapids, innovative program experiences centered around the Girl Scout pillars of STEM, Outdoors, Life Skills, and Entrepreneurship are offered.



## **Winter Wonderland Troop Sleepaway Jan. 2026**

Girl Scout troops from across GSMISTS will stay overnight at the Betsy Cutler House on this cozy winter evening.

Girls will have the opportunity to spend time outdoors completing activities toward the Winter Challenge, enjoy a cup of hot chocolate, and connect with fellow Girl Scouts.



## Roger That! Space Science Conference with GRPM | Feb. 2026

During this Space Science conference event with the Grand Rapids Public Museum, Juniors and Cadettes (grades 4-8) will discover that the sky has no limit with Girl Scouts.



## Girl Scout Way Overnight March 2026

The Girl Scout Movement celebrates its 114th birthday in March 2026.

Girl Scouts attending the Girl Scout Way overnight at the Betsy Cutler House will have the opportunity to learn about the history of the organization while strengthening their relationships with their Girl Scout sisters.



## AirZoo Overnight | April 2026

In partnership with AirZoo, Girl Scout Brownies and Juniors will explore the science and history of aviation during this exciting hands-on experience.

These young aviators will experiment with the four forces of flight and learn about the dynamics of airplane flight.



## Girl Scout Day at John Ball Zoo May 2026

Close to 1,000 Girl Scouts, along with their families and friends, take over the John Ball Zoo for this day of fun and learning.

Girl Scout Daisies through Juniors can earn a badge by completing activities throughout the zoo during their visit.



## P.A.L.S. Weekends | May 2026

A weekend of fun designed for first-time campers (grades K-5) to learn outdoor skills and spend the night at beautiful Camp Anna Behrens in Greenville.



## Camporee | June and July 2026

Girl Scouts of all ages are invited to Camp Anna Behrens for a day of outdoor learning.

Activity options include archery, canoeing, outdoor skills, and camp crafts. Ceremonies, songs, and games will also be woven throughout the day.



## Mackinac Island Day Trip | Jul. 2026

A day trip designed to introduce the Mackinac Island Scout Service Program.

Participants will meet current members of Girl Scout Honor Troop 147, who serve the state of Michigan by performing tasks such as flag ceremonies, guide duties, and service projects on Mackinac Island.



## Binder Park Zoo Snooze | Sept. 2026

In partnership with Binder Park Zoo, Girl Scout Juniors and Cadettes will see if they have what it takes to be a Zoo Scene Investigators during this overnight event.

Girls will spend the evening solving animal-related mysteries, making observations, and studying clues closely.



## Community Camp Weekend Sept. 2026

Girl Scout troops spend a weekend together at Camp Anna Behrens, enjoying the great outdoors and celebrating sisterhood as they cook their own meals and create activities for other troops to enjoy.



## Girl Scouts Love State Parks Sept. 2026

Head out to explore local state parks during this year's *Girls Scouts Love State Parks Weekend!*

On September 12th and 13th, Girl Scouts can participate in self-guided tours, family hikes, watersports, stargazing, and more to earn a patch.



## Girl Scouts Love the Outdoors Challenge | May - Sept. 2026

Spending at least 120 minutes a week in nature is associated with improved mood, focus, and confidence.

Girl Scouts can choose from a variety of activities to get outside and complete the challenge.



## Resident Camp Financial Aid

GSMISTS Girl Scouts, with support from financial aid offered by our council, can attend resident camp at our sister council, Girl Scouts Heart of Michigan.



# Council Printed Resources

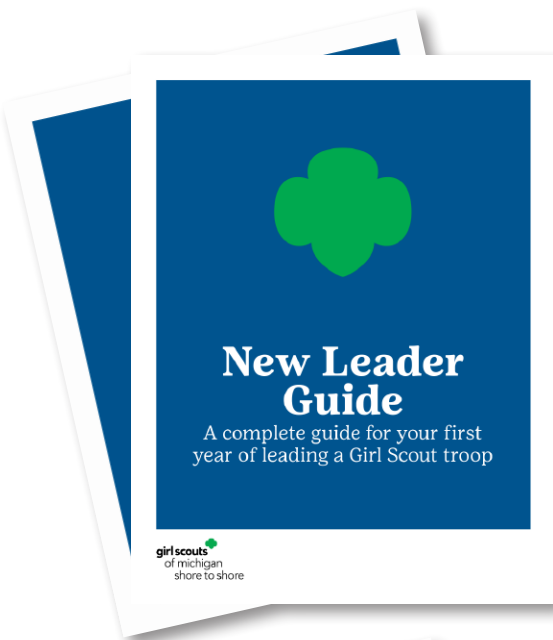
GSMISTS provides printed resources to help promote the Girl Scout Leadership Experience and make Girl Scouting accessible throughout our communities.

**Partner benefits for Council Printed Resources include:**

- Company logo placement on printed material.
- Company logo featured on social media promoting resources.

**Investment - \$2,500**





## New Leader Guide

Provided to every new GSMISTS troop leader, the New Leader Guide is a complete resource for the first year of leading a Girl Scout troop.

GSMISTS 1st Year Troop Support Coordinators walk new leaders through this guide during new troop leader phone calls. This guide is printed and mailed to all new GSMISTS troop leaders.



## Opportunities for Girl Scout Cadettes, Seniors and Ambassador Booklets

Curated for Girl Scout Cadettes through Ambassadors (grades 6-12), this guide details opportunities available for our older girls and is mailed to all Cadette, Senior, and Ambassador troop leaders.



## Gold Award Workbook

The Gold Award is the highest achievement a Girl Scout Senior or Ambassador (grades 9-12) can earn.

A companion to GSMISTS Gold Award Training, the Gold Award Workbook provides information and activities curated to help girls develop their Gold Award project. This workbook is printed and mailed to Girl Scouts registered for the GSMISTS Gold Award Training.



# GSMISTS Volunteer Training

The dedication and passion of GSMISTS volunteers are the heartbeat of Girl Scouts, and it is through their tireless efforts that we continue to empower girls.

As a council, we offer our volunteers several training resources to help them be successful leaders.

## Partner benefits for GSMISTS Volunteer Training include:

- Company logo placement printed on training materials and featured on social media posts promoting said trainings.

**Investment - \$2,500**





## Youth Mental Health First Aid Training

Youth Mental Health First Aid training is designed to teach volunteers how to support adolescent Girl Scouts who may be experiencing mental health concerns.

The course reviews common mental health challenges for today's girls, typical adolescent development, and provides a 5-step action plan for helping in both crisis and non-crisis situations.



## OWLS Adult Resource Weekends

Held at Camp Anna Behrens in the fall and spring, OWLS Adult Resource Weekends allow for adult volunteers to gather together, meet other Girl Scout volunteers, and participate in trainings that further enhance their leadership skills.



## Archery Training

Proper archery training is essential for both safety and skill development.

This course, available during the OWLS Adult Resource Weekends, ensures volunteers learn the correct techniques and safety requirements needed for archery-related Girl Scout programs.



## Wilderness First Aid Training

A training course designed to teach GSMISTS volunteers how to handle emergencies and provide medical care in remote or wilderness settings. Topics covered include assessing injuries, managing environmental factors, and improvising medical treatments with limited resources.



## First Aid and CPR Training

Girl Scout troops need an adult who is trained in First Aid and CPR in order to participate in many different activities including overnight trips and high-risk activities such as horseback riding, archery, climbing/high ropes courses, and skiing.



## Small Craft Training

Taught by GSMISTS staff at Camp Anna Behrens, this training teaches adults how to safely lead troops in small crafts, including canoes and kayaks.



## Troop Camping Skills Training

A required training dedicated to building campfires and cooking in the great outdoors.



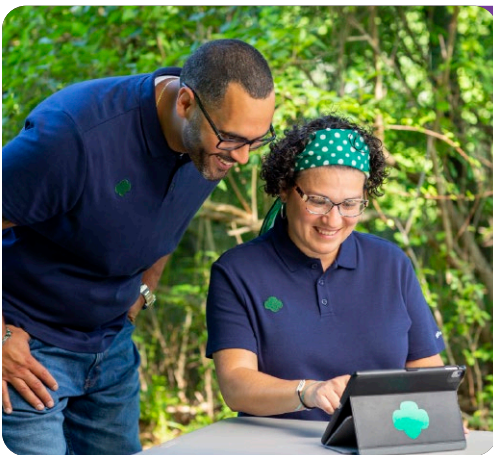
## Primitive Camping Skills Training

For primitive camping experiences without running water or bathrooms, this training details how to enjoy the great outdoors even with limited resources.



## Lifeguard Training

Taught by GSMISTS staff, lifeguard training teaches volunteers how to prevent, recognize, and respond to emergencies in and around water.



## Criminal Background Checks

Girl Scouts of Michigan Shore to Shore is committed to providing a safe, inclusive, all-girl environment where girls build courage, confidence, and character. When applying to be a volunteer in a role that involves direct contact with girls or handling money, a criminal background check is required.



## Manikins and AED Trainers

To provide a realistic training on delivering correct treatment, including CPR and shock delivery, GSMISTS is in need of a set of four manikins and AED trainers.

Character • Courage • Confidence



## Follow us!

Follow us for uplifting stories, more program info, and council updates.



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**girl scouts**   
of michigan  
shore to shore