



Year of Empowerment

2025-2026
Corporate Partnership Opportunities

Discover GSMISTS

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 5,600 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.



*Girl Scouting builds
girls of courage,
confidence
and character,
who make the world
a better place.*



Key Annual Events

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 & Adult 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 Lead 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!

2025 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 western Michigan

When: Nov. 8th 2025, 10:00 am - 2:00 pm

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 and 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 - \$2,500

- 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

In recognition of their accomplishments during Cookie Season and remarkable efforts completing their Silver, Bronze and Gold Award projects GSMISTS holds an annual Girl Scout Recognition Ceremony. This celebration 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 & Adult Recognition Ceremony

Once a year GSMISTS hosts an Annual Meeting and Adult 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 & Adult 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

While traditional Girl Scout badge curriculum is developed at the national level by Girl Scouts of the USA, patches represent a unique opportunity for collaboration on the local and regional levels between GSMISTS and our corporate partners.

As a Patch Program partner, we work with your organization to identify an area you'd like to support based on your industry 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 5,600+ 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 program designed to be the leading leadership development experience, helping 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) 2,000+ adult leaders
 - Shore Shout Out (quarterly) 7,000+ members
 - Change Makers, (annually) 2,000+ donors
- **Events**
 - Invitation to:
 - Annual Meeting/Adult 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 our communities.



Council Led Programs

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

Partner benefits for all Council Lead Programs include:

Company logo on event materials, social media posts surrounding the event and an opportunity to provide company logo items to give away.

Investment: \$2,500



Cadette Kick-Start | Oct. 2024

Program Staff and Volunteers kickoff the Girl Scout year in a Cadettes (Grades 6th-8th) only overnight event! Each Girl Scout will get to choose how she wants to spend the weekend. Everyone will choose up to 4 activities and 1 badge course.



First Aid Event | Dec. 2024

The Girl Scout First Aid badge line has been updated in collaboration with the American Red Cross to reflect current best practices in first aid. This day event for Daisies-Juniors (Grades K-5th) teaches those best practices with hands on training appropriate for each age.



Explore STEM Careers | Feb. 2025

Girl Scout Brownies-Juniors (Grades 2nd-5th) explore careers paths in STEM: science, technology, engineering and mathematics



Galentines Dance | Feb. 2025

Celebrating the spirit of Friendship and Sisterhood, Girl Scouts enjoy an evening at Camp Anna Behrens in Greenville for dinner, dancing, and camp activities.



Roger That! Space Science Conference with GRPM | Feb. 2025

In this Space Science conference event with the Grand Rapids Public Museum, Juniors and Cadettes (Grades 4th-8th) learn the sky has no limit with Girl Scouts.



Twilight Trek | Mar. 2025 or May 2025

Designed to receive the Twilight Trek Patch, Girl Scout Juniors and Cadettes (Grades 4th-8th) spend the night at Camp Anna Behrens in Greenville or Camp Woodlands in Alpena experiencing the outdoors with night hikes, star gazing, and other camp activities.

This overnight experience will have dates in both March and May for sponsorship.



P.A.L.S. Weekends | May 2025

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



Daisy Days | Jun. 2025

Programming hosted at GSMISTS properties tailored for our youngest Girl Scout level, Daisies (Grades K-1st) Daisy Days will feature activities centered on the four pillars of the Girl Scout Leadership Experience (GSLE): **STEM**, the **Outdoors**, **Life Skills**, and **Entrepreneurship**.



Camporee | Jun. 2025

Girl Scout Daisies-Juniors (Grades K-5th) are invited to participate in a day of archery, outdoor skills, and crafts!



Mackinac Island Day Trip | Jul. 2025

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 taking on tasks including flag ceremonies, guide duties, and service projects on Mackinac Island.



Schoolship with Inland Seas | Jul. 2025

Girl Scout Juniors-Ambassadors (Grades 4th-12th) will act as scientists and stewards conducting a series of tests on macroinvertebrate biodiversity, riparian zone quality, water chemistry, and stream characteristics in a local watershed to determine its health.



Community Camp Weekend | Aug. 2025

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



Me and My Gal Overnight | Sept. 2025

A weekend event for Girl Scouts to bring their favorite Gal: Mom, Aunt, Grandma, etc. for a weekend of camping, archery, canoeing, and Girl Scout traditions.



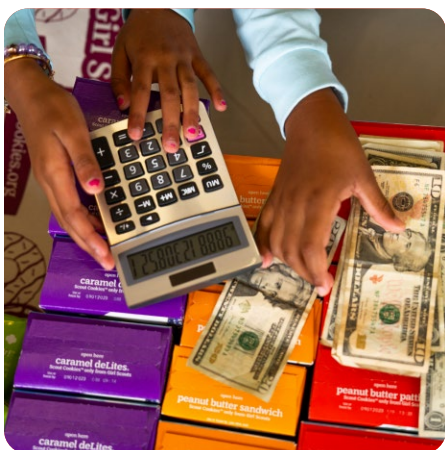
Girl Scouts Love State Parks | Sept. 2025

Head out to explore local state parks during this year's Girls Scouts Love State Parks Weekend! On September 13th and 14th, 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. 2025

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.



Archery Equipment for LLH

Girl Scouts take aim! Ludington Little House (LLH) is a GSMISTS property in need of new archery equipment to allow this activity to be more accessible for troops using this property.



Yard Games/Sports Supplies

Part of the Girl Scout experience is ensuring girls have a chance to enjoy the great outdoors and one way to do this is playing yard games or outdoor sports at one of our properties.

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 printed on and featured on social media posts promoting resources below.

Investment: \$2,500

New Troop Starter Kits

Every new Brownie and Junior (Grades 2nd-5th) troop receives a New Troop Starter Kit.

This kit contains a program guide with meeting plans for their first six meetings, New Leader Guide, GSMISTS planner, and basic program supplies (crayons, markers, glue, pencils, scissors, etc.)

Opportunities for Girl Scout Cadettes, Seniors and Ambassador Booklets

A booklet curated for Girl Scout Cadettes-Ambassadors (Grades 6th-12th), this guide details opportunities available for our older girls and is mailed to all Cadette, Senior and Ambassador Troop Leaders.

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 to be successful leaders.

Partner benefits for Council Printed Resources include:

Company logo placement printed on and featured on social media posts promoting said resources

Investment: \$2,500



Youth Mental Health First Aid Training

Youth Mental Health First Aid training is designed to teach volunteers how to help adolescent Girl Scouts who may be experiencing mental health challenges. The course reviews common mental health challenges for today's girls, typical adolescent development, and teaches a 5-step action plan for how to help in both crisis and non-crisis situations.



OWLS Adult Resource Weekends

Held at the Betsy Cutler House in the fall and Camp Anna Behrens in the spring, OWLS Adult Resource Weekends allows 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.



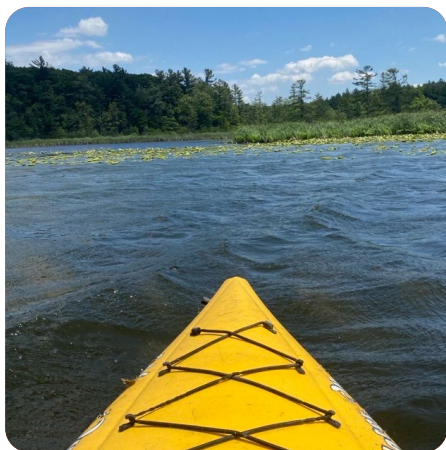
Wilderness First Aid Training

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.



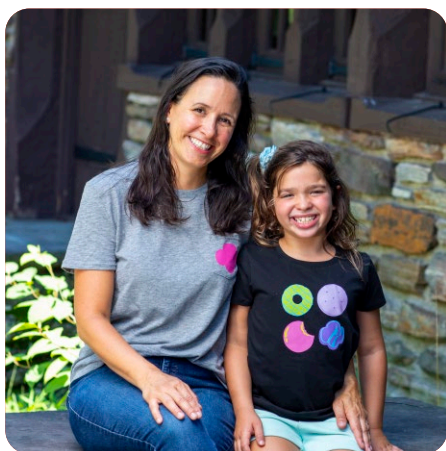
First Aid and CPR Training

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 like horseback riding, archery, climbing/high ropes courses, and skiing.



Small Craft Training

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



Troop Camping Skills Training

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



Primitive Camping Skills Training

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



Lifeguard Training

Hosted by GSMISTS training 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 that involves direct contact with girls or handling money, a criminal background check is required.



Manikins and AED Trainers

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



Follow us!

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



@gsmists | #gsmists