



Potential Realized

IPLAYLIKEAGIRL.ORG

2020 PARTNERSHIP DECK

MISSION

We are on a mission to **keep girls active in sports through their middle school years**, translating the skills gained from athletics to leadership in the workforce.

Ultimately, we aim to **harness the natural properties of sport to propel young women into competitive, male-dominated careers in science, technology, engineering and mathematics (STEM)**.

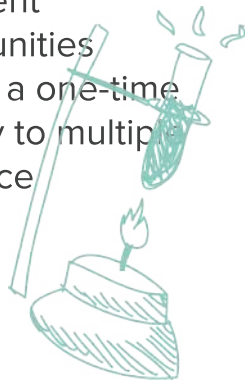


Inspire Girls to **Change the Game**

Play Like a Girl's year-round programs and major events are designed to inspire the next generation of game-changing STEM professionals and build a diverse pipeline for tomorrow's workforce.

Ways to partner with us include:

- **Sponsoring a single, one-off event** or event activation with limited engagement opportunities
- **Supporting year-round programming** with a one-time annual donation that entitles your company to multiple engagement opportunities with our audience throughout the year





**We accomplish our mission through three
year-round programs including:**

CAMPS

Grades 5-6 | Fall, spring and summer break

One-of-a-kind camp experience that allows girls to take a deep dive into STEM subjects. Offer a unique mix of STEM, sports and social impact. **Include STEM+ tours/field trips led by women role models at local companies.**





CLUBS

Grades 7-8 | 6-week curriculum and monthly activities

Intensive, multi-session program intended to build upon the camp experience. Specially designed to strengthen girls' confidence, potential for leadership and in-demand STEM skills. **Include school-day mentoring circles and STEM+ Saturday maker workshops.**





CLINICS

Grades 5-8 | 3-hour specialized skills training

Specialized sports skills training and coaching series led by collegiate and professional athletes. Engage girls in hands-on STEM in the sports context. Held at college and professional sports venues.



PLAY
LIKE
A GIRL

STEM+ Summit • March 7

Play Like a Girl!® STEM+ Summit is an **industry-centered conference and expo** specially designed to expose **350 middle school girls to careers** in science, technology, engineering, and mathematics (STEM)—plus other disciplines including art and design.





Middle school girls learn from

**women professionals
in STEM who serve as
industry mentors and
role models to girls**

at this highly interactive daylong
event, enabling girls to experience,
innovate and create.

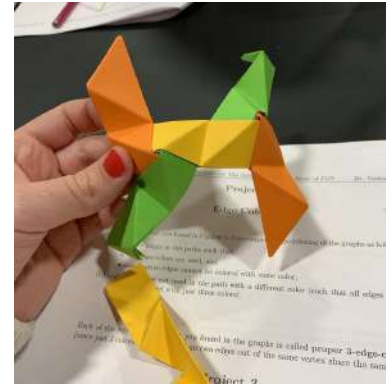
Women leaders from companies across **Nashville** and Middle Tennessee kick the day off with inspiring lightning talks and fireside chats on the vast and persistent **gender gap in STEM**.



Companies then engage the girls in **highly-interactive workshops, brand activations and demonstrations** where they explore STEM fields such as:

Robotics
Computer Programming
Digital Media
Augmented Reality
Cinematic Animation & Visual Effects
Biomedicine
Finance
Cyber security
and More!

PLAY
LIKE
AGIRL





The girls spend the afternoon engaging in a hackathon-like **STEM+ Challenge** where they work with their mentors to ideate, solve and pitch solutions to real-world problems.

Why Partner With Us?



Advance Your Mission

- Leverage our programs and events as a springboard to extend your diversity and inclusion efforts, launch a new product or initiative, spotlight the latest technology or develop and engage employees
- Generate interest for your products, highlight your mission, core values and much more

Strengthen the STEM Workforce

- Showcase STEM beyond the classroom through multilevel, cross-sector learning experiences
- Offer our girls, especially students from underserved communities, the chance to discover their inner scientist or engineer

Close the Dream Gap

- Inspire female students from all backgrounds to pursue exciting careers in STEM
- Develop critical in-demand skills among girls and women

Focus on the Future

- Spark girls' interest in STEM at an early age to power a lifetime of curiosity
- Use STEM to inspire critical thinkers, entrepreneurs and change makers who will lead the nation in the forefront of discovery

Audience

1,250

girls participated in
2018 Programs

5,000+

people attended
2018 Events

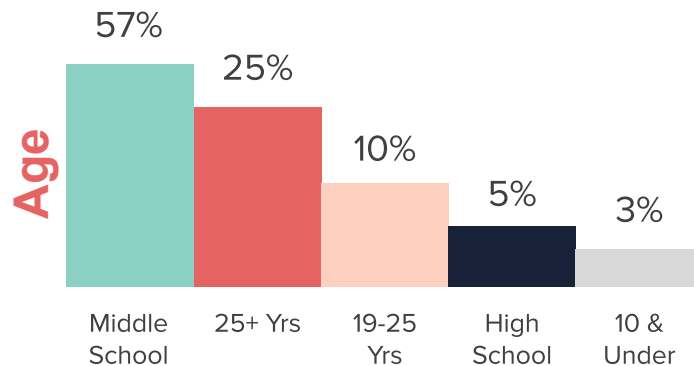
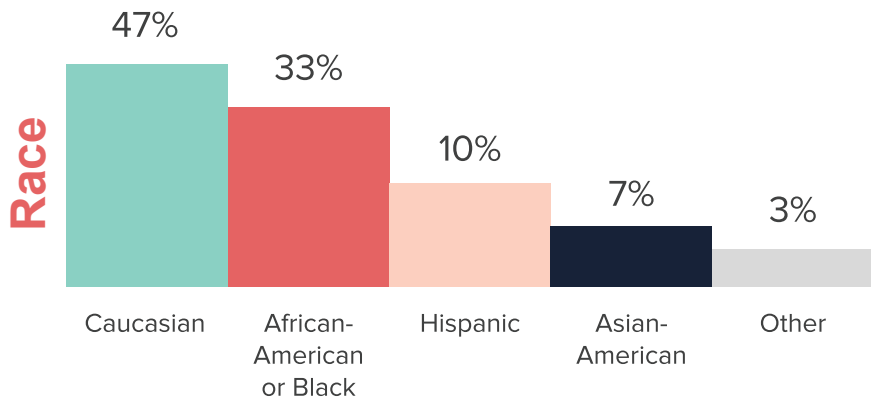
15-Year

history of programs
and events in U.S.
and Canada

National

presence with STEM and Sport
Alliance, espnW Women + Sports
Summit and United State of
Women

Attendee Breakdown



A Few of Our Partners



TOYOTA



Media Reach

Play Like a Girl generates millions of impressions on television, radio, social media and in publications leading up to and during our programs and events.



6,243

Facebook



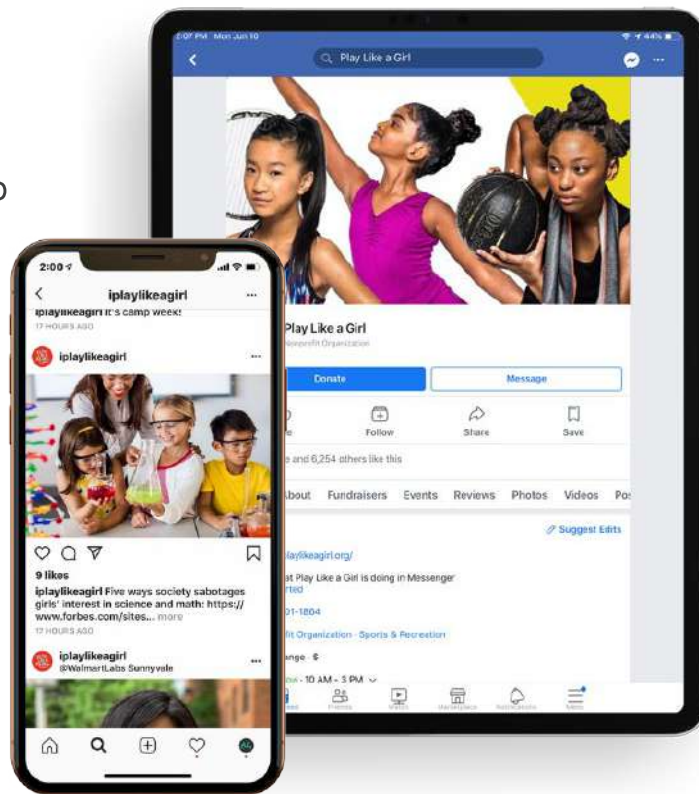
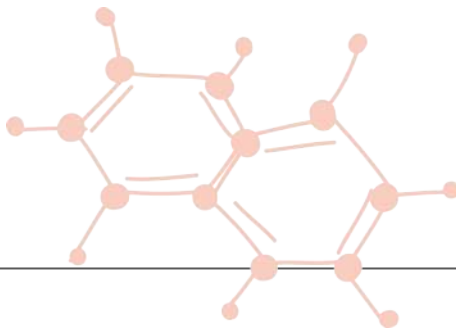
6,097

Instagram



6,309

Twitter





On Air with News Channel 4

STEM+ Academy Spokesperson Paula Hood shares highlights from Tesla field trip with WSMV's Lauren Laurey



Live On Air with News Channel 2

From the Play Like a Girl Honors Red Carpet - WKRN's Danielle Breezy Interviews Pro Tennis Player Madison Keys & ESPN's Cari Champion

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@iplaylikeagirl



5,383
FOLLOWERS



5,748
FOLLOWERS



5,249
FOLLOWERS

iplaylikeagirl.org



YEAR-ROUND PARTNERSHIP OPPORTUNITIES



We recognize the power of women helping women, girls helping girls and communities rallying together to support a cause. We invite you to partner with us to deliver all of our annual industry-centered programs and events for the span of one year. Support of this kind is critical to the health of the Organization and the achievement of our strategic priorities.

BENEFITS*	PARTNERSHIP LEVELS				STEM TOUR
	Petabyte \$50,000	Terabyte \$35,000	Gigabyte \$20,000	Kilobyte \$10,000	\$5,000
STEM LEADERSHIP					
Company representation on Play Like a Girl's Industry Advisory Board	●	●	●		
Company representation on planning committee for signature program or event	●	●	●		
Invitation to attend Annual Partner Summit	●	●	●	●	
ONSITE RECOGNITION AND BRAND AWARENESS					
Opportunity to speak at program or event	●				
Video presentation spotlighting partnership	●	●			
Premium gifting and sampling opportunity	●	●	●		
Company logo prominently displayed on event signage and apparel	●	●	●	●	
Experiential brand activation or exhibition	●	●	●	●	●
ONLINE & PR/MEDIA EXPOSURE					
Celebrity or athlete to appear on partner's behalf	●				
New content creation featuring participants	●	●			
Digital campaign featuring partner product/service	●	●	●		
Inclusion in press releases and related promotions	●	●	●	●	
Profile on social media, e-newsletter and/or web	●	●	●	●	●
DATABASE MARKETING AND HOSPITALITY					
Opportunity to run database-generating activities onsite	●				
Tickets to signature events with preferred seating	●	●	●		
License to use Play Like a Girl logo, images and/or trademarks for promotion, advertising and co-branded merchandising	●	●	●	●	
EMPLOYEE ADDED-VALUE					
Opportunity for employee recruitment at events	●				
Custom event for Employee Resource Group(s)	●	●			
Year-round employee engagement opportunities	●	●	●		
Employee participation in program or event	●	●	●	●	
Host STEM field trip or makerspace workshop	●	●	●	●	●

*Subject to timing of partnership commitment

Scholarship Naming Sponsor | \$5,000+

As a scholarship sponsor, you can help a young woman pursue post-secondary education in a STEM discipline -- ultimately, setting her on a path to lifelong success. Sponsorship of an academic scholarship entitles your company to exclusive naming rights, a check presentation at a public event and a social media spotlight featuring the scholarship recipient.

Play Like a Girl STEM+ Summit

Saturday, March 7, 2020 • 8:00 a.m. - 5:00 p.m. | Middle Tennessee State University, Murfreesboro, TN

EVENT PARTNERSHIP BENEFITS

BENEFITS	PARTNERSHIP LEVELS			EXPO ONLY
	Presenting \$25,000+	Platinum \$10,000	Gold \$5,000	\$1,500
BRAND VISIBILITY				
Event naming rights and category exclusivity (e.g., Play Like a Girl STEM+ Summit powered by [Company])	●			
Company representation on planning committee for future Play Like a Girl program or event	●	●		
Invitation to attend and recognition at Annual Partner Summit	●	●	●	
Company listed in 2020 Annual Report	●	●	●	
Inclusion on all of branded STEM+ Summit event signage	●	●	●	●
ONSITE RECOGNITION				
Opportunity to deliver opening remarks or video presentation at STEM+ Summit	●			
Celebrities and/or notable women in STEM to headline STEM+ Summit on partner's behalf	●			
Host hands-on STEM makerspace workshop at STEM+ Summit	●	●	●	
Opportunity to host experiential brand activation at STEM+ Summit expo	●	●	●	●
ONLINE & PR/MEDIA EXPOSURE				
Company representative to present STEM+ Challenge winners with awards	●			
Rights to event video coverage including behind-the-scenes content and interviews with event attendees, celebrities and other special guests	●			
Social media contest, takeover and shout-out featuring partner's talent or influencers	●	●		
Logo or advertisement in scrolling digital event presentation at STEM+ Summit	●	●		
Inclusion in all press releases and related promotions at STEM+ Summit	●	●	●	
Recognition on social media, e-newsletter and/or web	●	●	●	●
DATABASE MARKETING AND HOSPITALITY				
Opportunity to run database-generating activities onsite at STEM+ Summit	●			
Invitation to private reception featuring STEM+ Summit sponsors and special guests	●	●		
Tickets to STEM+ Summit with reserved seating (includes lunch and STEM+ Challenge)	20	12	8	2
EMPLOYEE ADDED-VALUE				
Opportunities for employees or brand ambassadors to mentor event participants at STEM+ Summit	10	6	4	2

**Subject to timing of partnership commitment*

Co-branded Train-the-trainer Workshop | \$15,000

Your sponsorship will underwrite the development and execution of Play Like a Girl's new branded and licensed workshop aimed at training women in STEM as mentors to middle school girls. The printed workshop curriculum will display your company's logo and include a written spotlight on your commitment to gender equality in the STEM workforce.

Note: The Presenting Sponsor will have the opportunity to host an intimate conversation with our keynote speaker about her experiences in STEM and thoughts on how women can amplify their stories to make a powerful and lasting impact on the next generation. This fireside chat will lean into women's collective power as storytellers and how their role as mentors can help girls reimagine their own limitless potential.

UNDERWRITING OR IN-KIND OPPORTUNITIES



In addition to corporate partnerships, you can help with event expenses by supporting one of the following underwriting or in-kind opportunities. Our team will work with you to customize the partner benefits to meet your company's priorities within established restrictions.

- | | | | |
|----------------------------------|--------------------------|----------------------------------|--------------------|
| <input type="checkbox"/> \$1,250 | Decals (Floors, Mirrors) | <input type="checkbox"/> \$5,000 | Printing Services |
| <input type="checkbox"/> \$2,300 | Charging Stations | <input type="checkbox"/> \$5,000 | Event Apparel |
| <input type="checkbox"/> \$2,500 | Live Streaming | <input type="checkbox"/> \$5,000 | Event Tote Bag |
| <input type="checkbox"/> \$2,500 | DJ/Dance Party | <input type="checkbox"/> \$5,000 | Media/PR |
| <input type="checkbox"/> \$3,150 | Stage & Audio-Visual | <input type="checkbox"/> \$5,000 | Event Management |
| <input type="checkbox"/> \$3,200 | Graphic Design | <input type="checkbox"/> \$7,500 | Venue Rental |
| <input type="checkbox"/> \$3,500 | Photo/Videography | <input type="checkbox"/> \$7,500 | Food & Beverages |
| <input type="checkbox"/> \$3,500 | Digital Marketing | <input type="checkbox"/> \$9,100 | Bus Transportation |
| <input type="checkbox"/> \$3,850 | Photobooth | | |

Your support is fully tax-deductible and helps ensure that a higher percentage of proceeds directly support Play Like a Girl. All underwriting and in-kind partners will be featured in the digital program and will receive name recognition at the respective underwriting opportunity.

For inquiries, details or custom opportunities, please contact us at partner@iplaylikeagirl.org.