

**PLAY
LIKE
AG!RL®**

2021 PROSPECTUS

IPLAYLIKEAGIRL.ORG




“

Play Like a Girl has helped me stay sane during the pandemic. It's great to have my mentors and the other girls in my circle who get me. I feel so inspired by everything that we learn and will carry it with me forever.”

—Maya G, mentee, age 12



A photograph of three young women sitting at a table, laughing and smiling. The woman in the center is wearing a brown fedora and has long brown hair. The woman on the right has blonde hair and is wearing a blue sweater. The woman on the left has blonde hair and is wearing a light blue sweater. They are all looking towards the right side of the frame. The background is blurred, showing a warm, indoor setting.

*A community for women (and men) looking to
inspire girls to reach their full potential.*

What We Do

Inspiring play. Unlocking potential.

Best in class STEM education and career exploration, coupled with drop-in mentoring, fun sports programming, and a highly engaged and passionate community of women professionals.

[CLICK HERE TO VIEW OUR BRAND VIDEO](#)





Play Like a Girl!® produces a wide range of charitable programs, community events and brand experiences each year.

From large-scale events such as the #GirlsRockSTEM Summit to smaller summer camps and sports clinics, our audience comes to us as a resource for knowledge and connections to the best in STEM and sports opportunities uniquely designed for girls and women.

Top left: Miss Brentwood USA Blythe Neal with girls at Play Like a Girl X Predators Girls Hockey Clinic

Bottom: Country music star Trisha Yearwood hanging out with girls at Play Like a Girl Summer Camp

Programs

We live and breathe inspiration, delivering programs that engage our community across multiple platforms. Our programs create real authentic connections between women and girls that deeply engages and provokes them to action towards achieving their biggest, boldest dreams. We believe at our core that if she can see it, she can be it.

[CLICK HERE TO VIEW PROGRAM RECAP](#)



Events

The integrity of our work is so important to us which is why we take on a select number of special events in conjunction with key initiatives and annual observances like Women's History Month and National Girls & Women in Sports Day each year. These events provide value to our audience and raise critical funds and visibility to support our mission.

[CLICK HERE TO VIEW EVENT RECAP](#)

Top: ESPN's Cari Champion and 2017 U.S. Open finalist Madison Keys headline Play Like a Girl Honors Gala

Bottom: NWHL Pro Players Alyssa Gagliardi, Blake Bolden & Shannon Doyle pose for pic with girls at Play Like a Girl Summit



We Reach Over 50,000 Girls & Women Nationwide

69%

Girls Ages 10-13

27%

Women Ages 18+

\$80k

Median Household

Income

75%

College Educated

31%

Millennials

1 in 3

Are Moms

Web + Social

2k+

Newsletter Subscribers

2.5k+

Monthly Web Views

30k+


Social Followers




7,153



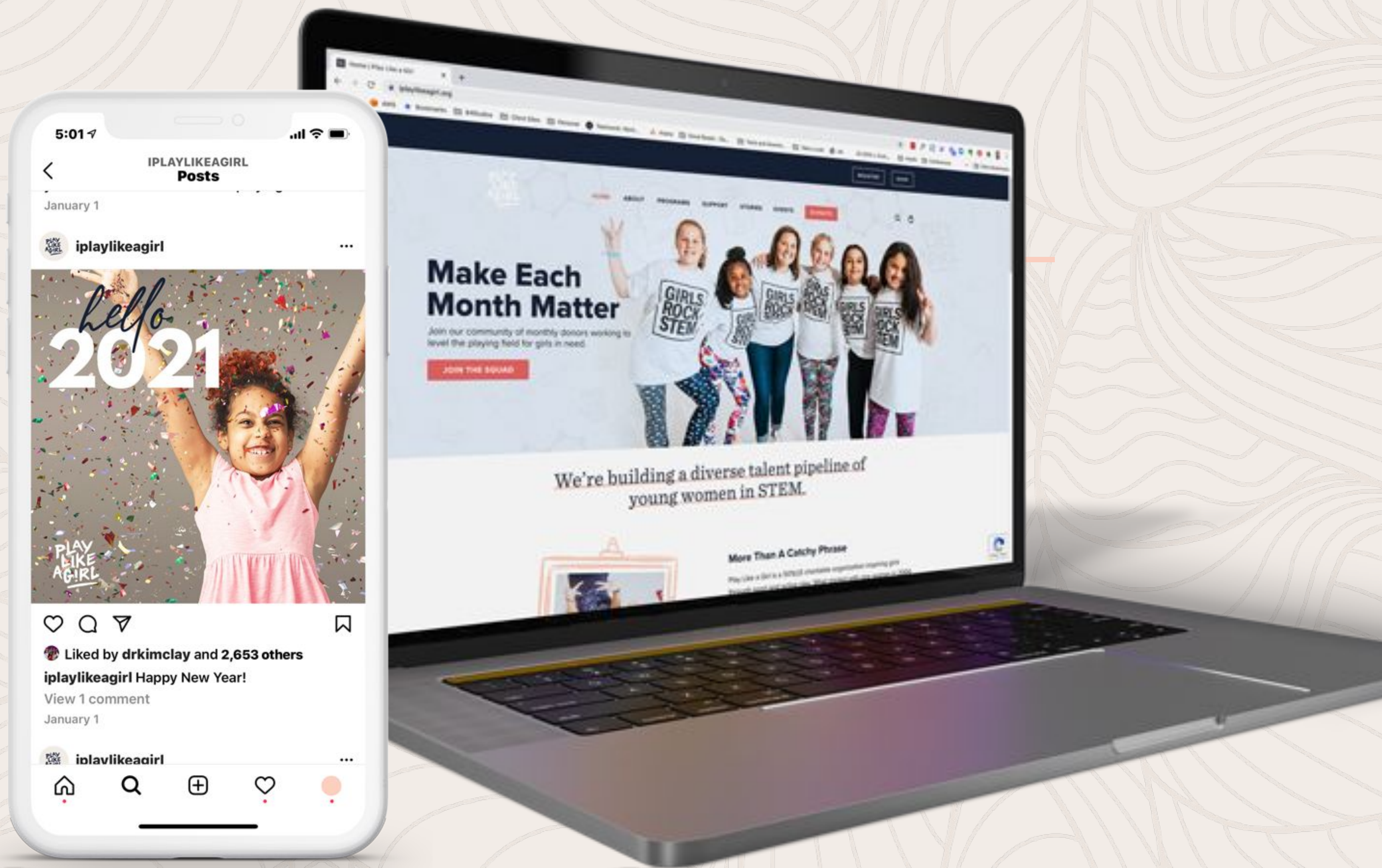
9,481



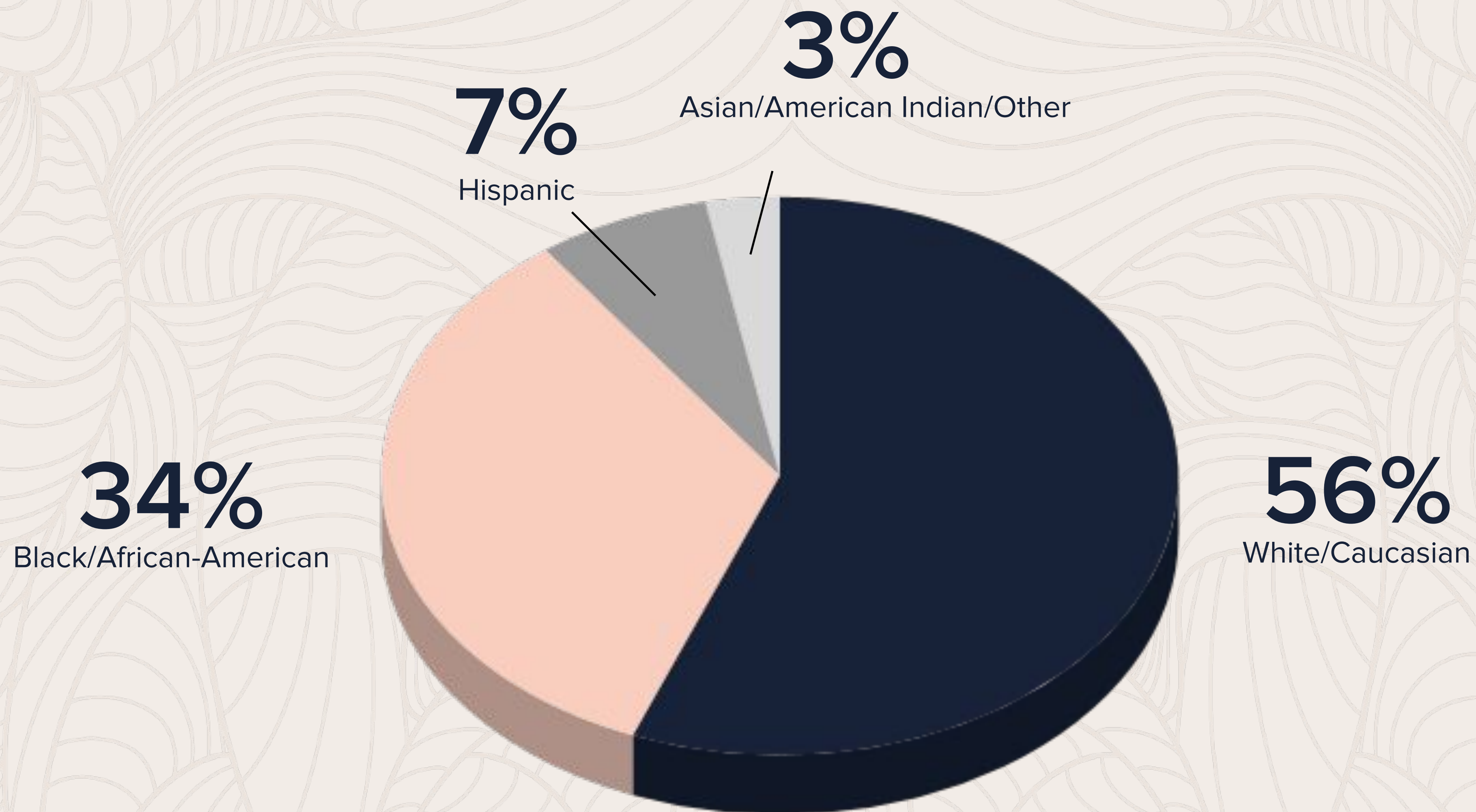
11,300



1,838



Demographics





Partnership Opportunities

We work closely with our Brand Partners to develop mutually-beneficial fundraising campaigns, co-branded merchandise, media and experiences that have an incredible impact on girls' lives on and off the field of play.

Our most successful partnerships span a multi-year life cycle and involve a number of different tactics. Here are some ways your brand can partner with Play Like a Girl.



Give

Contribute to our operations, programs, special events or the tools that make our work possible.

- ▶ Corporate Sponsorship
- ▶ Gifts in Kind
- ▶ Matching Gifts
- ▶ Operations Support
- ▶ Percentage of Sale
- ▶ Product Donations
- ▶ Round-Up





Engage

Rally your customers and employees to fundraise, volunteer and help spread the word.

- Community Outreach
- Customer Fundraising
- Employee Fundraising
- Employee Volunteer Days

Amplify

Help shine a bigger spotlight on gender inequality in STEM and sport and the impact of our work.

- ▶ Corporate Sponsorship
- ▶ Event Integration
- ▶ Gifted Social Media
- ▶ PR/Media Support
- ▶ Pro Bono Services



Cait Wilson, Ph.D.
@wilsoncait

Unreal experience hearing @SarahFuller_27 talk about making history and her experience playing on the @VandyFootball team.

A 5th grader said, "You show us we can do it. We can do anything a guy can." 🥺

Thank you @iplaylikeagirl!! pic.twitter.com/34YgmPDAVu
12/17/20, 4:56 PM



Hillary Clinton
@HillaryClinton

Thank you, **Sarah**, for helping to prove that women and girls belong on every playing field—quite literally. 🏈



Billie Jean King
@BillieJeanKing

Football history may happen today.

Good luck to @VanderbiltU's Sarah Fuller, goalkeeper for the women's soccer team, who is dressing for their football team as its place-kicker.

If she plays, she will be the 1st woman to do so in Power 5 football.

Women belong in the game!



sarah_f27
Vanderbilt University



Liked by drkimclay and 404,749 others
_f27 Let's make history.
likeagirl #anchordown



Hope Solo
@hopesolo

Bridging the Futbol 🇺🇸 Football divide? Go on Sarah!

SportsCenter
@SportsCenter

Historic moment for college football 🏈
Vanderbilt is turning to women's soccer player Sarah Fuller to be its place-kicker on Saturday.

She will become the first woman to participate in a Power 5 football game. (via @VandyFootball)



4:43 PM · Nov 27, 2020



sarah_f27
Vanderbilt University



Liked by iplaylikeagirl and 48,166 others

sarah_f27 It's an honor to be invited to participate in one of America's greatest traditions. This historic inauguration is especially meaningful for American women and girls. The glass ceilings are breaking and it is time to #leadlikeawoman

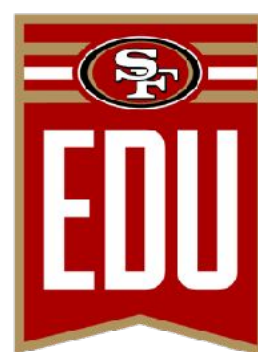


A Case for Human Connection

In 2019, Irish tech company Workhuman hosted its fifth annual conference in Nashville, boasting the largest audience ever! Attendees from across the globe participated in meaningful charity activations and appreciated one another with more than 5,000 recognition moments redeemed at a branded Gratitude Bar™. Each recognition moment was equivalent to an unspecified dollar amount that was later donated to Play Like a Girl, leveraging the power of human connection and gratitude.

[LEARN MORE](#)





A Case for STEM and Sports

The San Francisco 49ers education consulting venture, EDU Academy, partnered with Play Like a Girl to host a hackathon challenge for 50 San Francisco Bay Area girls in 2019. To illuminate the importance of STEM in sports and elevate female role models in both fields, seven teams of rising 8th and 9th grade girls worked closely with female 49ers employees who acted as coaches and mentors throughout the daylong engineering design challenge.

[LEARN MORE](#)





A Case for Technology

Since launching in 2013, Amazon has donated a percentage of eligible AmazonSmile purchases by customers who choose Play Like a Girl from a list of charitable organizations. As part of the annual #DeliveringSmiles holiday campaign in 2019 and 2020, Amazon donated science and technology kits, sports books, laptop computers, tablets and Wi-Fi hotspots. 100% of the funds raised and equipment donated from these efforts in 2020 were used to help close existing digital gender gaps deepened by COVID-19.

[LEARN MORE](#)



Select Partners



Women's Leadership Summit

DATE: March 19, 2021

LOCATION: Zoom

GUESTS: 1,000 women and girls

This one-of-a-kind hybrid event brings together C-Suite women and men alongside rising young leaders for an afternoon of thought-provoking conversations, professional development and networking. Guests enjoy a networking reception and executive auction of highly-coveted mentorship experiences with leading women from top companies and tech startups across the U.S. Thought leaders follow with a full range of keynote presentations, panel discussions, DIY breakouts, mentor sessions, and a girl-centered self-esteem workshop featuring notable women leaders. The presentation of 2021 scholarship awards rounds out the festivities, celebrating Women's History Month.



Sponsorship Benefits

All sponsors receive the following benefits:



Company logo included on event landing page, attendee email, and social media promotion



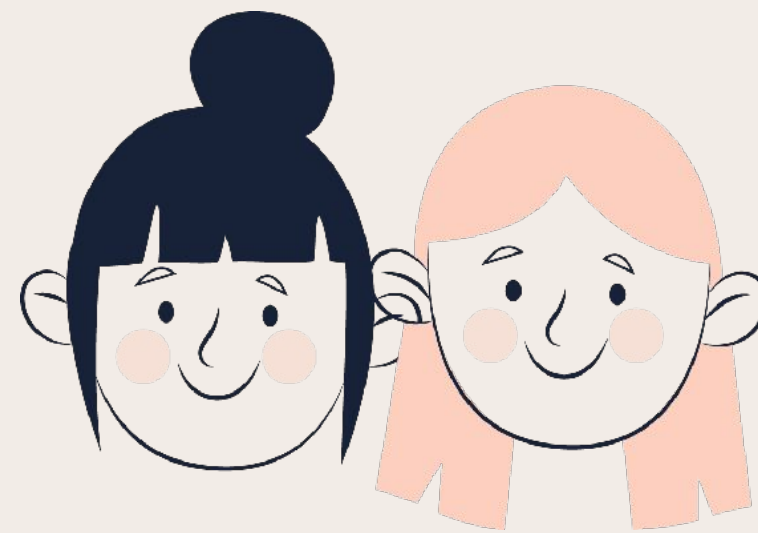
Company recognized as a sponsor in select event promotional materials



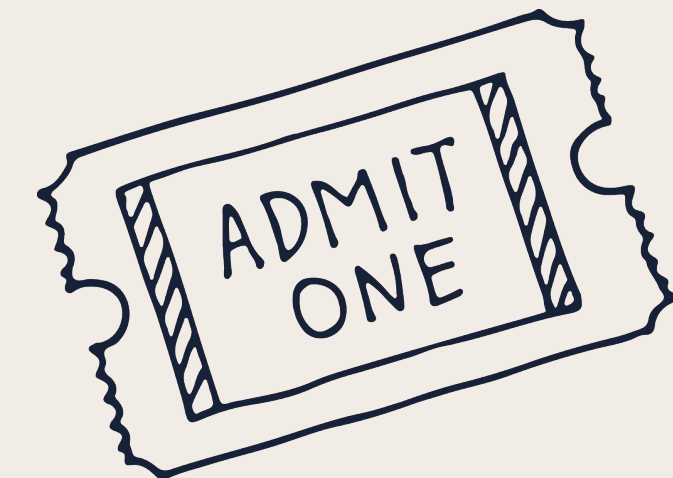
Inclusion in digital gift bag offered to attendees in exchange for feedback



Mentor session with company executive in Executive Auction



Opportunity for employees to mentor middle school girls at the event



Invitation to the Annual Partner Summit



Get Involved

We offer several options to connect with our audience. These options include the typical conference assets but also include some unique opportunities outlined below. We would also be happy to customize a sponsorship that meets your specific needs.

Presenting Sponsor | \$25,000 (1 available)

This exclusive opportunity with event naming rights includes the following assets:

- ★ Exclusive pre-event IGTV panel discussion or IG Story series
- ★ Branded Waiting Room experience up to 15 minutes before event start time
- ★ Branded VIP Lounge with naming rights
- ★ Opportunity to introduce the keynote speaker virtually or from the main stage for up to 3 minutes
- ★ Company logo on digital main stage feed during opening, keynote and closing sessions
- ★ Sponsored text messages to attendees
- ★ Social media promotion during event
- ★ Main stage break adroll (60 sec)
- ★ Dedicated post-event attendee email
- ★ Access to event attendee list and recordings
- ★ 25 VIP passes to the conference

Full Summit Sponsor | \$15,000 (3 available)

- ★ Opportunity to introduce a featured speaker virtually or from the main stage for up to 2 minutes
- ★ Sponsored chat messages to attendees during event
- ★ Main stage break adroll (15 sec)
- ★ Dedicated post-event social media post
- ★ Sponsored content included in @Home Experience
- ★ 10 VIP passes to the conference

Breakout Session Sponsor | \$5,000 (6 available)

Sponsorship includes the limited opportunity to deliver a branded experiential/DIY workshop, expert-led masterclass or tutorial, career fair, executive mentor session, talent meet and greet, or networking lounge. The following assets are included:

- ★ Verbal sponsor recognition and 30-second spiel to start session
- ★ Sponsored content included in @Home Experience at 25% discount
- ★ 5 VIP passes to the conference

Mobile Auction Sponsor | \$5,000

Includes exclusive visibility within the GiveSmart mobile bidding app seen and used by attendees as well as remote bidders in a one-of-a-kind Executive Auction before and during the conference.

Scholarship Sponsor | \$5,000+

Limited opportunity to directly support a student or woman professional with the opportunity to learn, grow and develop in her chosen field of study or profession while showcasing your commitment to the future workforce. Live check presentation with naming rights and other sponsorship benefits customized to your level of investment.

VIP Sponsor | \$1,500 (2 available)

This opportunity includes 3 VIP passes to the conference with access to top talent in a private VIP Lounge reserved exclusively for a limited number of VIP pass holders, speakers and special guests for the full 5-hour conference.

Lightning Talk Sponsor | \$1,250 (3 available)

This opportunity includes Company logo displayed on screen with name recognition for one 5-minute lightning talk.

@Home Experience Sponsor | \$1,000 (25 available)

Unique opportunity to showcase products and services tradeshow-style with the following benefits:

- ★ Opportunity to host a 15-minute pre-recorded product demo or workshop designed for the on-demand @Home Experience following the conference
- ★ Inclusion in Livestream Closing Credits
- ★ 2 VIP passes to the conference

Energy Break Sponsor | \$750 (7 available)

This opportunity includes Company logo on screen during one 5-minute energy break plus up to 140-character on-screen sponsored message for up to 2 minutes.

Example Sponsor Activations

Engaging brand activations that will keep your brand top of mind long after the virtual event

Wear and Share

Add a “wear and share” component to the virtual event and get an added social boost from branded swag sent to early bird registrants to wear during the virtual event and to share more widely using the event hashtag when unboxing their swag and posting their conference moments and key takeaways on social media.

Sponsored Entertainment Breaks

Underwrite a short, 10-minute workout, meditation break or mini concert with a performance by a live musician or entertainer that will add energy to the virtual event, deliver unexpected value to attendees and provide a memorable marketing opportunity. The activity would broadcast into the live, online event with a branded frame for even more exposure.





Coordinated Food Delivery or Sponsored Meal

Deliver a set lunch or energy break snack to the homes of all attendees at a set time or provide attendees with a discount code or coupon for a delivery platform so participants can order a meal or snack from their favorite local joint. This is also a great way for your company to help support a local eatery in each city at the same time.



DIY Class

Host a virtual do-it-yourself class in smartphone photography, floral design, charcuterie board making, TikTok video creation, cooking, mixology and more. These fun, social networking events give attendees much-needed social contact while allowing them to learn some new skills and sample your feature product, all from the comfort of their home.



Check Her Swing

Lead a panel discussion with female pro golfers on the power of the game for women in business. Follow with an opportunity for new golfers to learn the sport and provide experienced golfers with tips and tricks to perfect their swing and improve their golf game—through a complementary clinic, driving range session, or on-course experience.



Post-Event Thank You Gift

Send a thank-you gift following the event to acknowledge attendees and ensure that your brand stays top-of-mind a little while longer. Gifts can include a thank you note, a link to download on-demand content, branded materials, and any information on upcoming events, including a discount if applicable.

PLAY
LIKE
AGIRL®

On
the
Green

MONDAY, JUNE 14, 2021



COMPETE. HAVE FUN. DO GOOD.

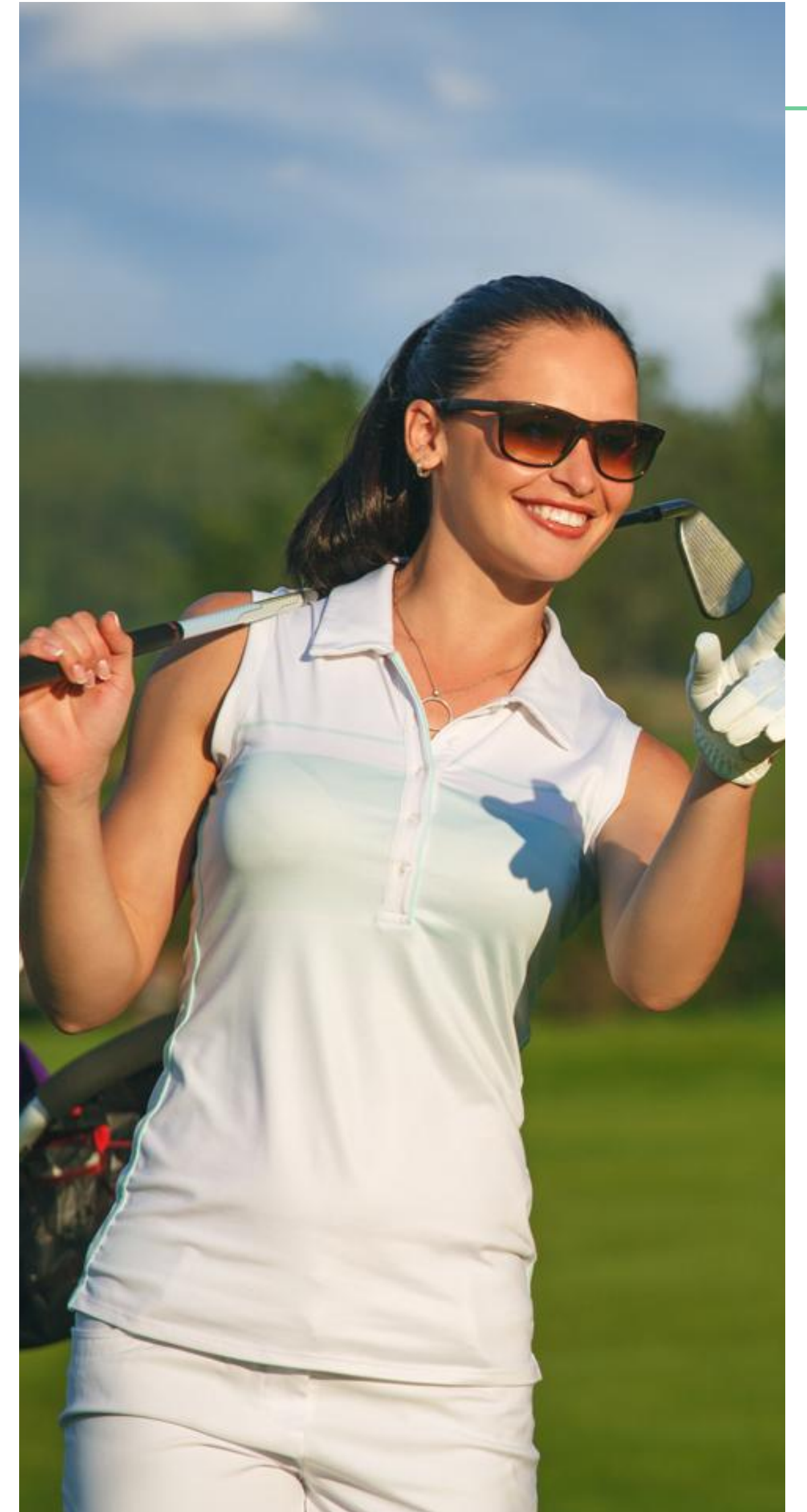
ON THE GREEN GOLF TOURNAMENT

Date: Monday, June 14, 2021

Location: The Grove, 6200 Wildings Blvd, College Grove, TN 37046

Guests: 120 golfers (women and men)
25 girls and 18 junior golfers
30 staff and volunteers

The day starts off with an exciting \$10,000 putting contest. Then a shotgun start sends a full course of foursomes on an entertaining journey through an action-packed day complete with fun brand activations, contests, and prizes waiting for them at each hole. Participants receive a breakfast box on arrival. Between holes, golfers enjoy lunch and refreshments. The day concludes with a 200-foot helicopter ball drop, awards ceremony, a dessert reception and private Women in the Round songwriters concert. A one-of-a-kind junior girls clinic introduces Play Like a Girl participants to the game of golf and gives them the opportunity to meet women golfers at all levels. Sponsors will have a variety of on-course opportunities to interact with celebrities, athletes, corporate executives and local young professionals.



ABOUT THE COURSE

The Grove's 18-hole, par-72 course is the pride of Williamson County, Tennessee. It is the only Nashville-area course that Greg Norman designed, and has gained a reputation as one of the best private golf courses in all of Middle Tennessee. The golf course is maintained in tournament condition on a daily basis. With the fairways kept at tour heights, greens rolling at US Open speeds and the bunkers identical to those at the Tour Championship, the golf experience at The Grove is unparalleled in Nashville.

For more information, visit GroveLiving.com.

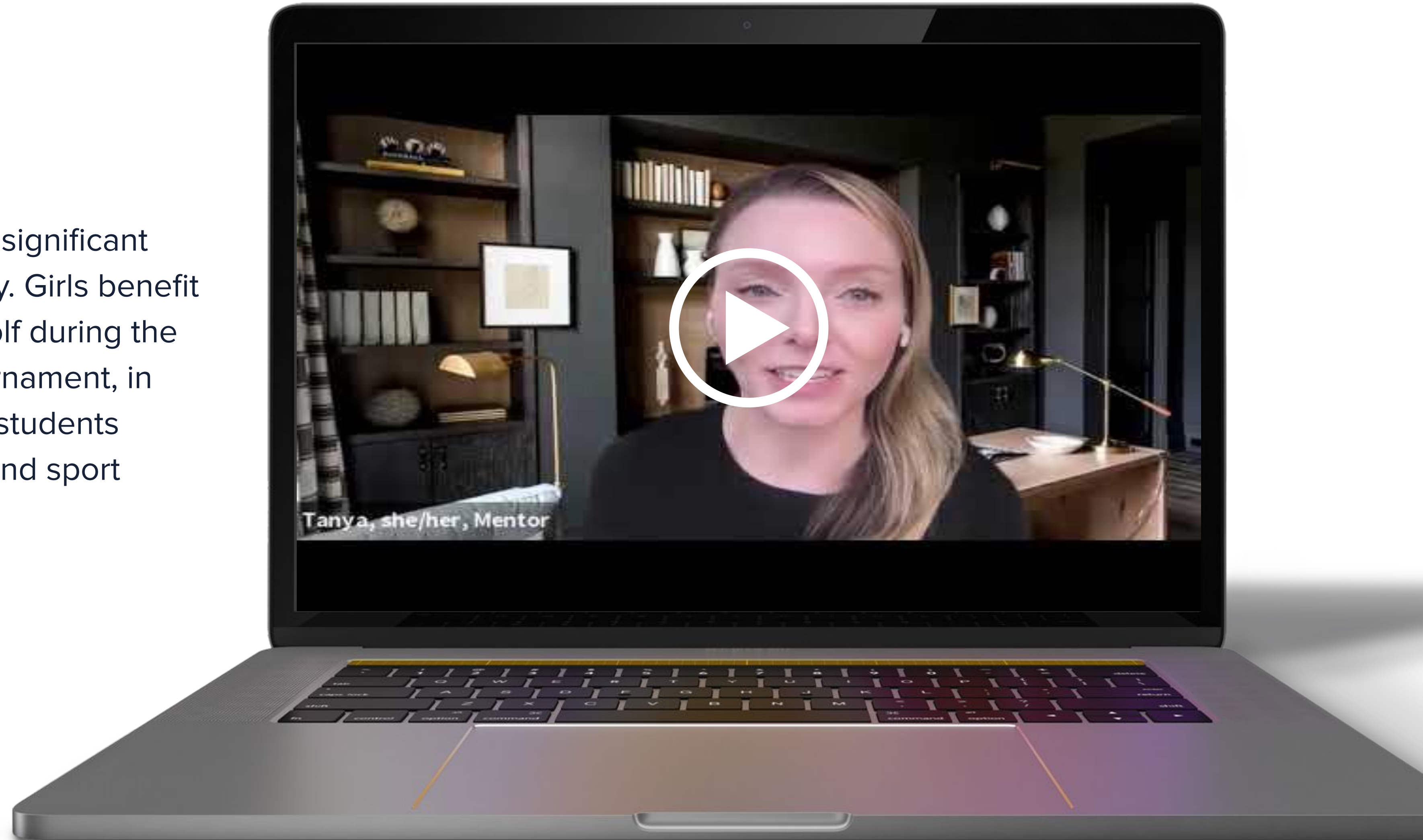


IMPACT

Supporting Our Youth

This event is designed to make a significant impact in the Nashville community. Girls benefit through access to the game of golf during the Play Like a Girl On the Green tournament, in addition to the nearly 1,250 local students participating in STEM education and sport programs at Play Like a Girl.

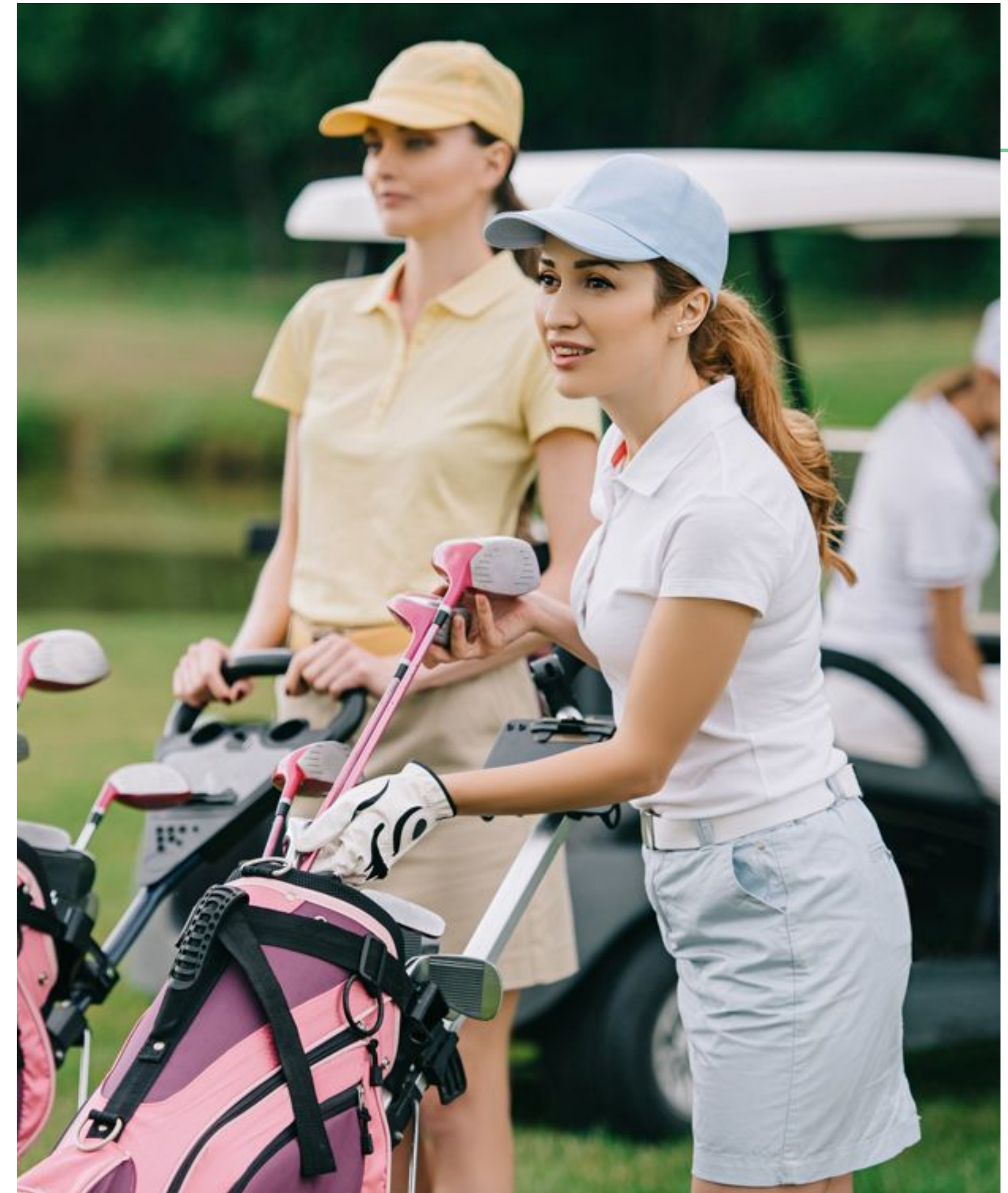
PRESS PLAY ►



HOW IT WORKS

- 1 REGISTER**
- 2 FUNDRAISE**
- 3 COMPETE + HAVE FUN**
- 4 DO GOOD**

Your fundraising helps Play Like a Girl level the playing field and change the future for girls, here in Nashville and across the country. Register with your company, family or social team, then fundraise and compete to win at doing good!



SPONSORSHIP BENEFITS

ALL SPONSORS RECEIVE THE FOLLOWING BENEFITS:



Company logo included on event landing page, attendee email, and social media promotion



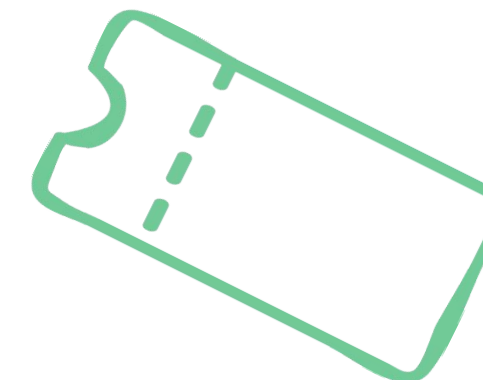
Company recognized as a sponsor in select event promotional materials



Team-building and personal development opportunities for company employees



Opportunity for employees to coach junior girls in golf at the event



Invitation to the Annual Partner Summit

REGISTRATION OPTIONS

Registration includes golf cart, all meals and refreshments on the course, access to the mobile scoring and auction bidding apps, player gift and more surprises.

Celebrity Foursome | \$5,000 (4 available)

- Registration for one golf foursome paired with one celebrity - 4 golfers and 1 celebrity
- VIP seating for 4 at awards ceremony, dessert reception and concert
- Signed and framed team photo

Tournament Foursome | \$2,000

- Registration for one golf foursome paired with one junior golfer - 4 golfers and 1 junior
- Tickets for 4 to awards ceremony, dessert reception and concert
- Team photo

Young Professional | \$125

- Ticket for 1 to awards ceremony, dessert reception and concert
- Access to digital photo gallery

Individual Golfer | \$500

- Ticket for 1 to awards ceremony, dessert reception and concert
- Access to digital photo gallery

Women in the Round Concert Only | \$125

Junior Golf Clinic | Invitation-Only

SPONSORSHIP OPPORTUNITIES

We offer several options to connect with our audience. These options include the typical conference assets but also include some unique opportunities outlined below. We would also be happy to customize a sponsorship that meets your specific needs.



ON-COURSE SPONSORSHIP OPPORTUNITIES

Presenting Sponsor | \$25,000 (1 available)

As presenting sponsor of the 2021 Play Like a Girl On the Green, your company will enjoy exclusive naming rights and prominent placement (i.e., Play Like a Girl On the Green presented by “COMPANY”) across all print and online media in addition to the following benefits:

- ★ Registration for a celebrity foursome - 4 golfers + 1 celebrity
- ★ Custom, branded emails sent to invitees and attendees
- ★ Reserved VIP parking for sponsor's team
- ★ Company logo on sleeve of official tournament polo
- ★ Company logo on media step-and-repeat
- ★ Prominent signage at one premium hole
- ★ Special brand activation at one premium hole
- ★ Speaking opportunity at awards ceremony
- ★ Reserved VIP table for 10 at awards ceremony, dessert reception and concert
- ★ Opportunity to include promotional item in each golfer's gift bag
- ★ First right of refusal in 2022



Premier Sponsor | \$15,000 (1 available)

- ★ Registration for golf team foursome - 4 golfers
- ★ Signage at one premium hole
- ★ Opportunity to host brand activation on a premium hole
- ★ Sponsorship recognition during awards ceremony
- ★ Table for 8 at awards ceremony, dessert reception and concert
- ★ Opportunity to include promotional item in each golfer's gift bag

Junior Clinic Sponsor | \$10,000 (3 available)

- ★ Registration for golf team foursome - 4 golfers
- ★ Signage at driving range
- ★ Opportunity to host brand activation at driving range
- ★ Sponsorship recognition during awards ceremony
- ★ Tickets for 4 to awards ceremony, dessert reception and concert
- ★ Opportunity to include promotional item in each golfers' gift bag

Golf Cart Sponsor | \$5,000 (1 available)

- ★ Registration for golf team twosome - 2 golfers
- ★ Signage on all golf carts
- ★ Sponsorship recognition during awards ceremony
- ★ Tickets for 2 to awards ceremony, dessert reception and concert

Hole or Tee Sponsor | \$2,500 (16 available)

- ★ Signage at tee box on designated hole
- ★ Opportunity to upgrade to include brand activation at the hole to interact with golfers for additional \$2,500

Refreshment Station Sponsor | \$1,250 (3 available)

- ★ Signage at refreshment station
- ★ Reserved for furniture/patio brand activation

CONTEST SPONSORSHIP OPPORTUNITIES

Putting Contest Sponsor | \$10,000 (1 available)

- ★ Registration for golf team foursome - 4 golfers
- ★ Signage at practice putting green
- ★ Opportunity to host brand activation at practice putting green
- ★ Sponsorship recognition during awards ceremony
- ★ Tickets for 4 to awards ceremony, dessert reception and concert
- ★ Opportunity to include promotional item in each golfers' gift bag

Contest Sponsor | \$2,500 (1 available, each contest)

- ★ Signage at tee box on designated contest hole
 - Hole-in-One contest (includes chance to win a luxury golf trip for four people plus the putting contest)
 - Longest Drive contest (women & men)
 - Closest to the Pin contest (women & men)

Ball Drop Sponsor | \$1,250 (1 available)

- ★ Company logo displayed at check-in table
- ★ Verbal recognition during raffle drawing

Hundreds of golf balls purchased by golfers and labeled are dropped from a helicopter at 200 feet above a designated drop zone near the course. The ball that falls in the hole or nearest to the hole, wins.

Tournament Prize Sponsor | \$1,250 (1 available)

- ★ Company logo etched on tournament prize

Wine Pull Sponsor | \$In-Kind (50 available)

- ★ Company logo on wine pull bags

HOSPITALITY SPONSORSHIP OPPORTUNITIES

Entertainment Sponsor | \$10,000 (1 available)

- ★ Digital ad placement on video displays during concert
- ★ Up to a 60 second corporate commercial on video displays at concert (sponsor to supply video)
- ★ Banner posted in front of the stage during concert
- ★ Tickets for 10 to dessert reception and concert
- ★ Meet and greet with VIPs and select ticket holders by request

Catering Sponsor | \$5,000 (5 available)

- ★ Registration for golf team twosome - 2 golfers
- ★ Special signage and recognition at sponsored meal
- ★ Sponsorship recognition during awards ceremony
- ★ Tickets for 2 to awards ceremony, dessert reception and concert

Alcohol Sponsor | \$5,000 (5 available)

- ★ Registration for golf team twosome - 2 golfers
- ★ Recognition as official beer or alcohol sponsor
- ★ Sponsorship recognition during awards ceremony
- ★ Tickets for 2 to awards ceremony, dessert reception and concert

Bar Service Sponsor | \$2,500 (3 available)

- ★ Signage featured prominently on the bar
- ★ Logo placement on beverage and cocktail napkins

Beverage Cart Sponsor | \$1,500 (2 available)

- ★ Company logo displayed on beverage carts

Technology Sponsor | \$2,500 (19 available)

Scoring App

- ★ Company logo on event registration web page
- ★ Company logo on every hole within the scoring app
- ★ Company logo on every player's scorecard
- ★ Company logo on the event live leaderboards

Bidding App

- ★ Company logo on appeal board
- ★ Company logo on leaderboard
- ★ Company logo within the online bidding interface
- ★ Sponsor placement option within package display

Pop-Up Shop Sponsor | \$1,250 + 10% of sales

- ★ Company logo displayed at vendor table

Water Sponsor | \$In-kind (3 available)

- ★ Company logo on water coolers throughout golf course

Official Apparel Sponsor | \$5,000 (2 available)

- ★ Sponsor logo embroidered on sleeve of choice of golf polos
- ★ Official tournament logo embroidered on left breast of golf polos
- ★ 175 embroidered polos worn by tournament staff, golfers and volunteers

Exclusive Apparel Sponsorship is a \$5,000 tax deductible donation and **includes the following in addition to the items listed above:**

- ★ Complimentary tournament registration for a golf team foursome
- ★ Sponsorship recognition during awards ceremony

Gift Bag Sponsor | \$2,000 (8 available)

- ★ Signage at check-in table
- ★ Logo placement on golfers' gift received at check in
 - Bag
 - Bag Tag
 - Hat
 - Shirt
 - Ball Marker/Divot Tool
 - Golf Balls
 - Towel
 - Water Bottle

Example Sponsor Activations

Drive-In and Drive-Thru Experiences

The original social distancing pastime. Immerse consumers in a ride of a lifetime, safe in their very own vehicle. Turn any vacant parking lot into a drive-in movie theater or transport attendees to an endless possibility of environments with interactive projection, portable large scale LED screens, holograms, live performers and more as they drive through a visually stunning and interactive brand experience.

Online Masterclass

Imagine a star athlete teaching an in-home workout class, or a marathon-style partnership where consumers race against an NFL player. You can even tap your company's leadership for activations – what better use of quarantine time than to huddle around the virtual campfire and hear about leadership and problem solving from a company executive?

Guided Meditation and Relaxation

Apps like Calm and Headspace have soared in popularity as the situations in our world have caused more and more stress. Imagine the impact your brand could make by collaborating with a local author or therapist to create a series of educational bedtime stories, breathing exercises or guided meditations.



Partner with Us!

If you're interested in getting your brand involved,
please contact:
partner@iplaylikeagirl.org.

