



Girl Scouts of the Colonial Coast Partner Market Guide

Building relationships with community partners is an enriching experience for our Council; partners give the girls we serve opportunities to discover new interests and get to know their community in a different way. Our community partners offer program support, avenues for community service, and one-of-a kind activities, outings, and events to our members that enhance their Girl Scout Leadership Experience. We're excited to partner with your organization and welcome your support, from joining together to offer a fun outing to providing a program or activity that aligns to our national curriculum, together we can bring new opportunities and exciting adventures to our troops and girls!

Why Partner with the Girl Scouts?

Girl Scouts of the Colonial Coast serves over 7,000 girls and 4,500 adult members in southeastern Virginia and northeastern North Carolina. When you partner with the Girl Scouts, you are gaining potential new customers who might enthusiastically recommend your organization/business to their friends and family. Troop leaders regularly consult our partner listings when planning activities for their girls, because they know that an approved program vendor offers quality programming at a reasonable rate.

By entering into a partnership, GSCCC is recommending that our members conduct business with you. Don't forget the positive influence your organization will be having on the lives of thousands of Girl Scouts! By partnering with GSCCC, you are in the good company of other organizations that are changing girls' lives around the world.

Respecting the Girl Scout Brand

Girl Scouts is a well-loved and iconic brand. Few brands can be identified by a color or shape like the Girl Scout brand. All Girl Scout products and the images and phrases used and approved by Girl Scouts raise Girl Scout brand voice, mission, and visibility. Therefore, all use of Girl Scout brand must be approved by GSCCC's Marcomm Team. This includes flyers, website information, email, social media, patches, etc. You may find guidelines on our website's Marketing Resources page. Note that if your organization/business offers services to both Boy Scouts and Girl Scouts, we ask that you do not title a web page or flyer "Scout" program or "Scout" day. Girl Scouts are never referred to as just Scouts.

Example of Guidelines:

Follow the guidelines on our website's Marketing Resources page to make sure all print and digital communications are Girl Scout-approved!

The GSCCC Lock up



Contact Marcomm@gscce.org if you need an art file for the GSCCC lock up. Do not use the retired version.

Photography Use

Parents or guardians of each Girl Scout indicate on a membership document whether or not they grant permission for their daughter to be photographed or videoed for purpose of promoting Girl Scouts by GSCCC. Photographs taken at your event during a Girl Scout activity are the sole property of GSCCC, and any photography or recording taken for the purpose of promoting a Girl Scout event you are offering must be approved by GSCCC's Marcomm Team. If you intend on using photographs or video from an event for your organization's benefit, you must receive a signed photo waiver from participants.



Endorsement Requests

GSCCC or our members who have attended an event hosted by a partner MAY NOT offer endorsements. GSCCC can, however, offer approved messaging other than an endorsement such as a link to a blog about a particular event hosted by the partner.

We welcome market trades with our partners!

This is a strategy where GSCCC offers incentives or exclusive benefits to a partner in exchange for promoting our mission or specific cause; often this is done through social media posts, email campaigns, event sponsorships, or perhaps placing a partner ad in our GSCCC magazine or another publication. Through market trades, everyone benefits and there is more exposure of brand – for both GSCCC and the partner.

- **Alignment with mission:**

Before entering a market trade with a partner, GSCCC ensures the partner's values and audience align with our mission.

- **Clear agreements:**

GSCCC and the partner established clear expectations regarding promotional activities, deliverables, and reporting metrics.

Benefits for the partner:

Positive brand association with a worthy cause – Girl Scouts! Potential tax deductions for donations, opportunities for employee engagement through volunteer activities.

Examples of market trades for promotions:

- **Social media promotion:**

Performing group offers tickets for GSCCC use on social media and in return we post a contest with the tickets and promote the performance.

- **Event sponsorship:**

A partner steps up to sponsor a GSCCC fundraising effort in exchange for prominent branding and speaking opportunities.

- **Employee volunteer day:**

A partner offers their employees paid time off to volunteer at a nonprofit event, promoting the initiative to their staff.

- **Content partnerships:**

A blog or podcast can be created that offers the partner exposure to different audiences and in return the partner offers GSCCC something of marketing value.



The Girl Scout Magazine

The Girl Scouts of the Colonial Coast magazine markets Council events and includes informative articles for and about Girl Scouts of all ages, along with those adults who support Girl Scouts. The magazine is published two times a year in the fall, and winter. The publication is distributed to more than 10,000 households. Sponsorship ads are available for each issue.

Build your corporate visibility and highlight your commitment to non-profits, women, and our area youth.

Sponsorship Ad size:

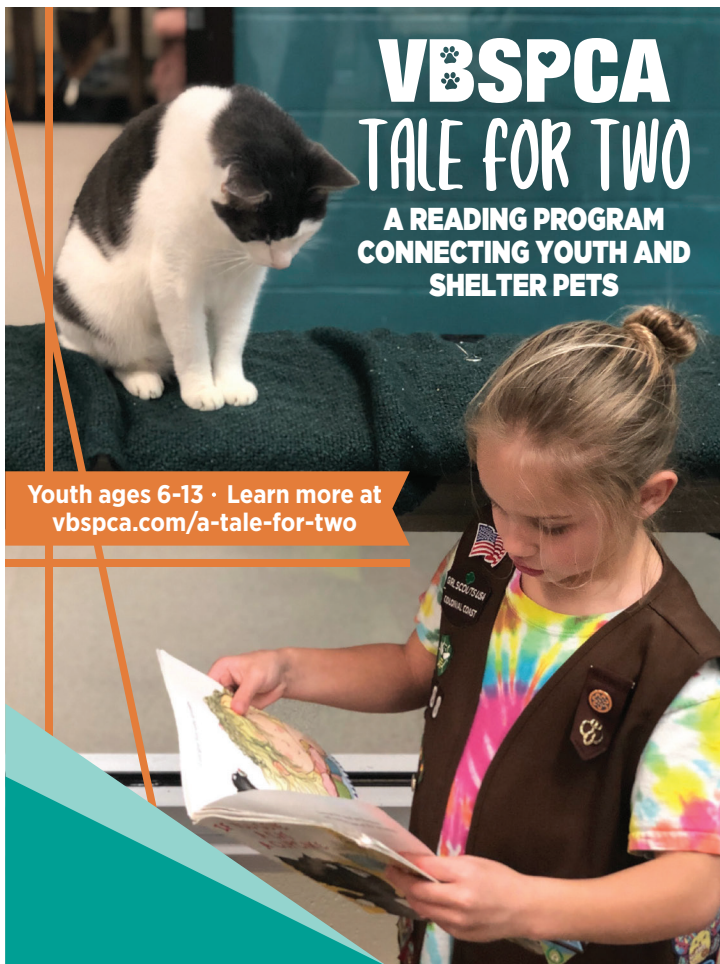
- Full Page (8 1/2" X 11") inside cover (include bleed) \$1,000
- Full Page (8 1/2" X 11") interior (include bleed) \$ 800
- Half Page (7 3/4" X 5") \$ 40
- Quarter Page (3 3/4" X 5") \$ 200
- Eighth Page (3 3/4" X 2 1/2") \$ 100

Fall 2025 Issue (mails mid August)

Ad Insertion order and payment due: June 2, 2025

Artwork due by: July 31, 2025

Questions? Contact marcomm@gsgccc.org



Sample quarter page ad



VIRGINIA SYMPHONY ORCHESTRA *DSJ*
Halloween Spooktacular
 OCTOBER 27, 2024 | 3PM
 Dress up in your favorite Halloween costume and enjoy an afternoon of monstrous fun and spooky music!

Jingle Bell Jam
 DECEMBER 15, 2024 | 3PM
 Celebrate the magic of the season with the music of the holidays and a visit from Santa Claus!

VIRGINIASYMPHONY.ORG | 757-892-6366

Sample quarter page ad

Busch Gardens
Water Country USA
GIRL SCOUT DAYS & SLEEPOVERS
 STARTING AT **\$39.99** /PERSON

WORLD'S MOST BEAUTIFUL THEME PARK
 33 YEARS
International Theme Park Association

BOOK YOUR TROOP'S EXPERIENCE TODAY!
 Contact Group Sales for more information at
 BGW.GroupSales@buschgardens.com or at (757) 253-3404

Prices & products are subject to change without notice. ©2023 SeaWorld Parks & Entertainment, Inc. All rights reserved.

Sample full page (not to scale)

The Explore patch programs were created for our Council, and were developed to provide Girl Scouts at any level a variety of activities and experiences. If you're interested in having your business or non-profit organization participate, contact customer care@gsgccc.org for more information.

GSCCC

Explore Patches



Explore Chesapeake
 Explore Chesapeake General Hospital Fitness Trail
 Explore The Chrysler Museum of Art
 Explore Elizabeth City
 Explore Elizabeth River Project
 Explore the Foodbank
 Explore the Great Bridge Battlefield and Waterways Museum
 Explore Hampton
 Explore Hunter House Victorian Museum
 Explore Jamestown
 Explore Lou Henry Hoover Memorial Sanctuary

Explore The Mariners' Museum
 Explore Newport News
 Explore Norfolk Botanical Garden
 Explore the Outer Banks
 Explore Poquoson
 Explore Portsmouth
 Explore Sea Turtles
 Explore Smithfield
 Explore Southampton County
 Explore STEM Honoring Dr. Sandra DeLoatch
 Explore Suffolk
 Explore the Thoroughgood House
 Explore U.S. Air Force Pride Patch

Explore U.S. Army Pride Patch
 Explore U.S. Coast Guard Pride Patch
 Explore U.S. Marine Pride Patch
 Explore U.S. Navy Pride Patch
 Explore Virginia Air & Space Center
 Explore Virginia Beach
 Explore the Virginia Beach SPCA
 Explore Virginia Living Museum
 Explore the Virginia Zoo
 Explore Washington County
 Explore Yorktown



girl scouts of the colonial coast

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