GIRL RISING

INTERNATIONAL DAY OF THE GIRL SUMMIT

FUTURE RISING

October 1, 2, 3, 2021
Girl Rising’s mission is to change the way the world values girls and advance girls’ right to a quality education.

Through our original content, educational programs, and movement building, we create change so that girls are free to go to school, complete their education, and pursue futures of their own choosing.
WE CREATE

We create original content, including educational resources, award-winning films, books, television and radio programming focused on girls around the world, the challenges they face, and the courage they summon.

WE COLLABORATE

We work with educators, schools, community organizations, businesses and non-profits globally. We create locally-adapted programming for adolescents, families, and communities. Girl Rising’s corporate and media partners extend our reach to millions.

WE ACTIVATE

We ignite action for girls’ education and gender equity by changing attitudes and harmful gender norms through programming and campaigns reaching families, communities, corporations, governments and the general public.

Our work builds voice, agency and confidence in girls so that they can persist in their education; fosters a more inclusive learning environment that leads to improved education outcomes for girls; and changes attitudes and social norms.
Girl Rising’s Reach Today

Through our educational programming and curriculum, we reach...

5M ADOLESCENTS
10K EDUCATORS
130+ PARTNERS
12 COUNTRIES

Kenya • India • Pakistan • Nigeria
Guatemala • Ethiopia • Thailand • Philippines •
Argentina • Vietnam • Indonesia • US
Girl Rising’s 2021 International Day of the Girl Summit: Future Rising is a globe-spanning virtual event with storytelling workshops, film discussions, interactive creative sessions, networking opportunities, and celebration of change-makers.

In conjunction with our new storytelling and educational program – Future Rising – this year’s IDG Summit brings together activists, experts, and girl champions across the globe to foster conversations and raise awareness around the links between girls’ education and climate change.
2021 IDG Summit: Future Rising

- **Global online audience**
  Connect with changemakers around the world

- **Inspiring speakers**
  Stories diverse group of gender equity and climate change experts, youth activists, institutional leaders, and celebrities

- **Girl Rising Changemakers**
  Meet girls and boys sharing their journey to fighting for gender equity and climate justice

- **Youth-led Workshops**
  Focused on girls’ education and climate change storytelling, community actions, and leadership skill development

- **Opportunities for brand integration**
Global Reach at Our Inaugural Summit

Audience Reach and Engagement for Girl Rising 2020 IDG Summit: Rising Together

5000+ Viewers from 75 Countries

4M Impressions

4,000,000 Impressions
120,000 Impressions
170,000 Impressions
3,300 Impressions

We are tuned in live at @girlrising 12 hour virtual summit to celebrate internationaldayofthegirl! #RISINGGETOGETHER
This year’s IDG Summit is an invitation for Girl Rising’s global community to come together, forge connections, share ideas, dream big and envision the changes we need for a more equitable, sustainable world.

Some of the themes we’ll explore are:

**Building Pathways to Environmental Justice**
- Girls’ education and climate justice
- Engaging boys as allies for gender justice
- Creating art for activism
- Bridging the digital divide
- Building back from COVID19

**Individual programs include**
- Annual Girl Rising IDG Debate
- Special Guest speakers (activists, artists & changemakers)
- Skill building workshops
- Performances: music, dance, dramatic readings
- Slam Out Loud Poetry Exchange
- Inspiring teachers share stories and insights
- Creative workshops: collaborative art and logo designing
- Social Activism Hackathon
- Interactive global scavenger hunt
In 2020 Our Speakers Included

- Tina Tchen, CEO of Time’s Up
- David Oyelowo, Actor
- Freida Pinto
- Maria Leonor Robredo, VP of Philippines
- Christina Kwauk, Nonresident fellow, Center for Universal Education, Brookings Institution
- Amali Tower, Founder & Executive Director of Climate Refugees
- Wanjira Mathai, VP and Regional Director for Africa, World Resources Institute
- Zosia Mamet, Actress
- Amali Tower, Founder & Executive Director of Climate Refugees
In 2020 Our Sponsors Included

ViacomCBS  Shearman & Sterling  StreamIt

HP  French Press Productions  Hogan Lovells
Watch Our Highlights Reel
Sponsorship Opportunities

Girl Rising will customize sponsorship opportunities to meet mutual goals for impact, engagement and brand awareness.
Sponsorship Assets

- Virtual event homepage
- Virtual expo display
- In-event video
- Sponsored scavenger hunt
- Virtual photo booth
- Branded highlights reel

Sponsor Levels

- Future Rising Champion - $100,000
- Climate Justice Crusader - $50,000
- Global Steward - $25,000
- Equity Advocate - $10,000
- Earth Ally - $5,000
- Virtual Exhibition Hall - $1,000
Future Rising Champion

$100,000

- The Girl Rising International Day of the Girl Summit presented by (Your Company Name)
- Co-branded (logo+link) email announcements
- Co-branding (logo) in all Girl Rising social media posts (Facebook, Instagram, Twitter, LinkedIn)
- Mention in press release
- Co-branded logo placement on live video sessions
- Headliner speaking opportunity
- One 30-second video to play for all attendees
- Premiere placement in virtual expo area
- Welcome video with Girl Rising CEO that will be played upon entrance to event
- Logo+link on event webpage
- Acknowledgement on highlights reel
Climate Justice Crusader

$50,000

- Mention in 6 pre-event posts in Girl Rising social media accounts (Facebook, Instagram, Twitter, LinkedIn)
- Sponsorship on virtual photo booth - logo co-branded with Girl Rising
- Mention in press release
- One 30-second video to play for all attendees
- Opportunity to deliver welcome to one workshop
- Display in virtual expo
- Logo+link on event page
- Acknowledgement on highlights reel
Global Steward

$25,000

- Mention in 3 pre-event posts on Girl Rising social media accounts (Facebook, Instagram, Twitter, LinkedIn)
- Logo on event page
- One 30-second video to play for all attendees
- Opportunity to deliver welcome to one workshop
- Display in virtual expo
- Acknowledgement on highlights reel
Equity Advocate

$10,000

- Mention in two co-branded social media posts in lead up to event
- Logo on event page
- Signage in virtual lobby
- Sponsorship of one raffle prize
- Booth in virtual exhibit hall
Earth Ally

$5,000

- Two scavenger hunt announcements pre-event
- Listing on event page
- Logo placement on scavenger hunt announcement
- Your product featured as a prize for participants
- Push notification sent to all attendees promoting your prize
Virtual Exhibition Hall

$1,000

- Logo signage in virtual lobby, the homebase for the virtual event
- Booth in virtual exhibit hall
- Video content in exhibit hall to showcase pre-recorded video messages from sponsor and link to sponsor website
- Opportunities to engage with participants
- Sponsorship of one raffle prize
GIRL RISING

Sponsorship Inquiries
Virginia Terry
virginia@girlrising.org