

GIRLS ROCK ST. PETE

PARTNERSHIP DECK

- ★ **Just the Facts!**
- ★ **Individual Levels**
- ★ **Business Levels**
- ★ **Why It Matters**

WHY WE'RE HERE.

JUST THE FACTS!

GIRLS ROCK
ST. PETE

- Between 8-14, girls' **confidence levels drop 40%**
- This "Gender Confidence Collapse" begins in puberty **and often stays into adulthood**, negatively impacting women's mental health as well as personal and professional success.
- **Long-term effects:** negative self-talk, body dysmorphia, anxiety, depression, loneliness, imposter syndrome, a lack of self-worth and severe self-judgement.
- 25% of Pinellas high school students have been exposed to **4 or more traumatic life events**. Girls lacking confidence are less equipped to recover from trauma.
- 1 in 4 Florida high school girls **have seriously considered suicide** in the past year.

WHAT WE DO.

Campers are provided an instrument and instruction. **They form a band and have one week to write an original song** which they perform at the end of the week for hundreds of fans at Jannus Live. We also teach Herstory, social justice, body positivity and self-care.

Being in a band creates the perfect microcosm to:

- ✓ practice vulnerability & build trust
- ✓ learn healthy communication
- ✓ move outside comfort zones
- ✓ engage in struggle & collective success
- ✓ experience failure & build resilience

WHY IT WORKS.

- Creating opportunities for **risk taking and failure** at this critical age makes a difference.
- Boys and girls begin with similar confidence levels, but by middle school **harmful gender norms** deteriorate a girls' self-worth. But, as they take risks and see payoffs girls gain **courage and resilience—the foundations of confidence**.
- We provide **super supportive spaces** where girls get comfortable taking up space, using their voices and rocking out!



98% of campers report a significant increase in self-confidence.



ARETHA \$1,000 and up!

- 6 VIP tix to the Girls Rock Concert (reserved seating + drink tix)
- Shout-out to you live from the stage!
- Official Girls Rock shirt + rad swag
- Your name prominently listed in the official 2023 Girls Rock event: banner, program, and e-blast...plus an exclusive social media post!
- Official Girls Rock show poster signed by all bands
- The undeniable satisfaction that you totally rock!



JOAN JETT \$500 - \$999

- 4 VIP tickets to the Girls Rock Concert (reserved seating + drink tix)
- Prominent listing in the printed program and event banner
- Exclusive social media post
- Official Girls Rock shirt + swag
- The undeniable satisfaction that you totally rock



SELENA \$250 - \$499

- 2 VIP tickets to the Girls Rock Concert (reserved seating + drink tix)
- Your name in the printed program, event banner, social media post
- Rad Girls Rock swag
- The undeniable satisfaction that you totally rock



KATHLEEN HANNA \$100 - \$249

- 1 VIP ticket to the Girls Rock Concert (reserved seating + drink ticket)
- Your name in the official Girls Rock printed program
- The undeniable satisfaction that you totally rock

Commit early for full benefits! Print deadlines may determine inclusion.
Sponsorships are tax-deductible per IRS non-profit guidelines.





THE SUPREMES . . . \$10,000 AND UP

- Original song written just for your biz performed live during concert... (whuuut?)
- Invitation on stage for presentation of official guitar signed by all campers
- Supreme billing on concert promo & concert day materials (banners, slides, programs) and your business banner on exclusive display near stage
- A private tour during camp with interactive experience for female staff members
- 10 VIP concert tix (reserved seating, drinks + swag)
- Custom thank you video by campers and exclusive social media posts
- Full-page color ad in official Girls Rock printed program



THE RUNAWAYS . . . \$5,000 - \$9,999

- Live, onstage shout-out of your biz by a youth performer
- Official drum head signed by all campers presented live on stage
- High billing on concert promo & concert day materials (banners, slides, programs)
- 6 VIP tickets to concert (reserved seating, drinks + swag)
- Custom thank you video and exclusive social media post
- Half-page color ad in official Girls Rock printed program



SALT-N-PEPA . . . \$2,500 - \$4,999

- Live, onstage shout-out of your biz during concert
- Logo on concert promo materials + concert day materials (banners, slides, programs), and an exclusive social media post
- 4 VIP tickets to concert (reserved seating, drinks + swag)
- Quarter-page color ad in official Girls Rock printed program
- Official concert poster signed by campers for display

BOSS BABES . . . \$2,000 Available exclusively to businesses OWNED or LED by WOMEN.
 Limited to one per band. THESE SELL OUT, so book before they are gone!

You will introduce your Girls Rock band LIVE ON STAGE! Other rad benefits: Private camp tour and interactive experience for female staff, exclusive social media video by your band, 4 VIP tix, reserved seating, drinks + swag, logo in program, slides, banners, etc. and official signed poster.



GO-GO'S . . . \$1,000 - \$2,499

- Logo displayed at concert (banners, slides, programs) and branded social media post
- 2 VIP tickets to concert (reserved seating, drinks + swag)
- Official signed concert poster

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GIRLS*ROCK! AND WHY IT MATTERS

The confidence gender gap begins at puberty and often remains throughout adulthood, negatively impacting a woman's long-term personal and professional success as well as her mental health. Negative self-talk, body dysmorphia, anxiety and judgement strip away self-confidence and create unhealthy lifestyle habits.

The confidence gap coupled with exposure to Adverse Childhood Experiences (ACEs) compounds risk. In 2023, 27% of Pinellas high school students were exposed to 4 or more ACEs, and 25% have considered suicide. The Confidence Collapse leaves girls less equipped to recover from trauma.

Creating more opportunities for risk taking and failure during this critical age makes a difference. We intentionally designed a confidence-generating curriculum where girls begin to see each other as allies, not competition. Campers move outside comfort zones, engage in struggle and collective success, failure and resilience.

Between 8-14, girls' confidence levels drop 40%. 1 in 4 high school girls have seriously considered suicide.

Our local girls are high-risk.

Girls* Rock St. Pete builds confidence that lasts.

Confidence is vital for turning thoughts into action, hopes into reality. Though boys and girls begin school with similar confidence levels, by middle school harmful gender norms can deteriorate a girls' self-worth. But, as they take risks and see payoffs, girls gain courage, develop greater resilience and build confidence.

BY THE NUMBERS

- 45% OF CAMPERS IDENTIFY AS BIPOC (BLACK, INDIGENOUS, PEOPLE OF COLOR.)
- 100% OF CAMPERS REPORTED FEELING MORE CONFIDENT AFTER COMING TO GIRLS ROCK CAMP!
- 35% OF CAMPERS REQUIRE FINANCIAL ASSISTANCE.
- 100% OF THOSE CAMPERS RECEIVE FINANCIAL ASSISTANCE



FEEDBACK

"Her confidence grew leaps! I wish I had this camp when I was her age." - Eileen

"I come to camp feeling empty, and I leave full. Every time." - Audretta, 9

"She'd been bullied at school, so watching her self-worth grow was the best part for me." - Liz

"Whenever I get down on myself, I remember what I did at rock camp and I feel more brave." - Maya, 11

