

Friday October 6, 2023

8:30 a.m. Breakfast Program

Venue 6SIX9 Salt Lake City, UT

# Thank Day of the Girl



girl scouts  
of utah

**HARMONS**  
NEIGHBORHOOD GROCER®

# Utah Day of the Girl



Celebrate the impact that women and girls have in our communities while supporting Girl Scouts of Utah.

Held the same week as International Day of the Girl, Utah Day of the Girl is a celebratory breakfast where business and community leaders come together to mentor high school and young alum Girl Scouts in a professional setting. We also recognize the positive impact women and girls have in our communities by honoring women of achievement in each of our four Girl Scout pillars: STEM, Outdoors, Life Skills, and Entrepreneurship. Proceeds from this event support our "Gift of Girl Scouts" initiative, which provides free membership to new and current Girl Scouts of Utah members.

## Be There for Girls

Your sponsorship demonstrates your commitment to girls changing the world in our communities. You'll connect with organizations at the event who understand the link between girl success and a healthy economy as we recognize inspiring women – our Girl Champions – leaders in their fields who believe in creating opportunities for girls.

## The Girl Scout Difference

Girl Scouts is the preeminent leadership development

organization for girls. Through programs in STEM, Outdoors, Life Skills, and Entrepreneurship, adult leaders in Utah support girls as young as 5 through age 18 as they explore all the extraordinary things they are capable of.

After two years of social distancing and virtual learning, girls need Girl Scouts and mentors more than ever. A 2020 Girl Scout Research Institute report shows that girls are stressed about their futures, and they're looking to adults to take notice. Girl Scouts provides girls with a safe, accepting environment that supports mental health.

## The Next Generation of Leaders

A signature element of the Girl Scouts of Utah breakfast is the opportunity for attendees to mentor high school-aged Girl Scouts and young alums (ages 18-24). For many of these girls, this is their first opportunity to connect with leaders in their prospective career fields.

Sponsors will have the opportunity to meet girls at a reception before the breakfast, as well as at the table during breakfast. Our sponsorships make it possible for girls to attend the event at no cost to their families.



**Liz Adeola**  
Emcee

Liz Adeola is a professional actor, narrator, emcee, producer, reporter, and television host. You can see

some of her work on PBS Utah where she hosts *This Is Utah* and *Utah Insight*. She spent more than a decade producing, reporting, and anchoring television news at stations around the country and has earned a number of honors, including six Rocky Mountain Emmy Awards. Liz also helps train the next generation of journalists as a Faculty Associate at her alma mater: Arizona State University's Walter Cronkite School of Broadcast Journalism. Liz is a member of Alpha Kappa Alpha Sorority, Incorporated and serves on the board for the Utah Society of Professional Journalists and Public Media Women in Leadership.



**Andrea Williams**  
Keynote Speaker

Andrea started as CXO with the Utah Jazz in November of 2021 after 25 years in collegiate athletics. She

most recently served as COO for the College Football Playoff and prior to that she was Commissioner of the Big Sky Conference. Her appointment in 2016 made history as she was the first-ever Black woman Division I (D1) Commissioner. In her role with the Jazz, she oversees Vivint Arena, fan experience, P&C, DE&I and Jazz Youth. Andrea got her start in athletics as a two-sport D1 athlete when she played basketball and volleyball for Texas A&M.



## 2023 Girl Champion Honorees

In 2023, Girl Scouts of Utah will honor Girl Champions who are leaders in each of our four program pillars: STEM, Outdoors, Life Skills, and Entrepreneurship. Join us as we recognize this extraordinary group of women for the work that has gotten them where they are and what this means for girls.



### Yasmen Simonian *STEM*

Born and raised in Tehran, Iran, Yasmen and her family waited 12 years for their American immigration application to finally be accepted. With the help of an uncle, her family came to the U.S. and settled in Utah. She was just 15 years old. Yasmen is currently the Dean of Dumke College of Health Professions at Weber State University. The programs of the Dumke College of Health Professions (DCHP) serve over 6,000 students on and off the Weber State University campus and internationally. Yasmen has held several positions within Weber State University including Department Chair, Medical Laboratory Sciences & Clinical Coordinator. She has a Ph.D in Health Education and a MS in Medical Technology from the University of Utah.



### Amanda King *Outdoors*

Amanda is originally from Colorado but has called Utah her home since 2016. Throughout her life Amanda has competed in, participated in, and taught performing arts and adaptive sports. They are what drive her, what she does professionally, and what she tries to pass on to others. Through professional work and volunteering she continues to prioritize performing arts and adaptive sports. Born with a disability, she has never let that stop her from what she loves to do. She continues to try new sports, most recently mountain biking. Amanda continues to build her performing arts abilities through local Utah community theater organizations.



### Jenessa Jimoh *Life Skills*

Jenessa Jimoh is the Founder and Executive Director of a local 501(c)(3) non-profit organization Diversity Inclusion Values Action. She is a recent graduate from Westminster College with an honors degree in the Global Political Economy. Jenessa's passion for equity and inclusion started in high school when she learned about systemic inequality, such as gerrymandering, in her AP government class. Jenessa believes that it is so important to engage in difficult dialogue because those conversations bring the most genuine human understanding. She is also a huge advocate for taking action to rewire unconscious biases and cause sustainable change. This is why she created D.I.V.A. (Diversity. Inclusion. Values. Action.) to bring people together to learn and broaden their life perspective. Jenessa plans to use the skills she's developed as a leader and community organizer to make real, legislative change.



### Eli Madrigal *Entrepreneurship*

With amazing determination and practically from scratch, this Mexican native of Mexicali, Baja California, worked tirelessly to build a chain of nine Hispanic supermarkets in Salt Lake City, Utah, in just over a decade. That motivation, that perseverance, the tireless work to achieve her goals since she was a teenager were born, according to Eli Madrigal, "from the hunger to have." And she has never lacked the wit to get what she wants.

# Utah Day of the Girl

## Sponsorship Opportunities

### \$25,000 | Presenting Sponsor

*Girl Scouts of Utah is delighted that Harmons is our returning Presenting Sponsor*

- Premier seating for 12 people at event (2 tables of 6 people who will mentor 2 Girl Scouts at each table)
- Opportunity to network with Girl Scouts at pre-event reception
- Premier printed program placement with full-page color ad
- Premier event signage placement
- Presenting sponsor recognition with logo and link on all GSU social media channels, including LinkedIn
- Prominently displayed logo and company website link placement on the Utah Day of the Girl page on GSU's website
- Mention as Presenting Sponsor in event press release

### \$15,000 | Platinum Sponsor 1 Available

- Premier seating for 6 people at event (6 people who will mentor 2 Girl Scouts at the table)
- Opportunity to network with Girl Scouts at pre-event reception
- Premier printed program placement with half-page color ad
- Prominently displayed logo and company website link placement on the Utah Day of the Girl page on GSU's website
- Company listing in printed materials, email campaigns, website, promotions, and social media posts

### \$10,000 | Gold Sponsor 2 Available

- Premier seating for 6 people at event (6 people who will mentor 2 Girl Scouts at the table)
- Opportunity to network with Girl Scouts at pre-event reception
- Premier printed program placement with quarter-page color ad
- Gold sponsorship acknowledgment with logo and link on all GSU social media channels, including LinkedIn
- Sponsor logo and company website link placement on the Utah Day of the Girl page on GSU's website
- Company listing in printed materials, email campaigns, website, and promotions

### \$5,000 | Silver Sponsor 5 Available

- Premier seating for 6 people at event (6 people who will mentor 2 Girl Scouts at the table)
- Opportunity to network with Girl Scouts at pre-event reception
- Logo placement in printed program
- Silver sponsorship acknowledgment with logo and link on all GSU social media channels, including LinkedIn
- Sponsor logo and company website link placement on the Utah Day of the Girl page on GSU's website
- Company listing in printed materials, email campaigns, website, and promotions

Presenting, Platinum, Gold, and Silver sponsors are invited to an exclusive pre-event reception, where they can meet the Girl Champion honorees, as well as network with and mentor Girl Scouts and young alums.

### \$2,500 | Bronze Sponsor 5 Available

- Seating for 7 people at event (7 people who will mentor 1 Girl Scout at the table)
- Acknowledgment and logo placement in program book, mentions on all GSU social media channels, including LinkedIn
- Bronze Sponsor listing in printed program
- Sponsor logo on the Utah Day of the Girl page on GSU's website

### \$1,000 | Table Sponsor 20 Available

- Seating for 8 people at event (no sponsored Girl Scout at table)
- Acknowledgment in printed program
- Table Sponsor listing in program book
- Company listing on the Utah Day of the Girl page on GSU's website

### \$1,000 | Event Sponsor 10 Available

- This sponsorship is for organizations who may be not be able to attend, but wish to support the event
- Acknowledgment in printed program
- Event Sponsor listing in program book
- Company listing on the Utah Day of the Girl page on GSU's website