



serving Maricopa & Pinal Counties

Partnership Opportunities

GOTR Partnership Opportunities

Overview

Who We Are

Girls on the Run is a national physical activity-based positive youth development program designed to develop and enhance girls' social, psychological, and physical competencies to successfully navigate life experiences. The program serves girls in 3rd - 8th grades and combines training for a 5k running event with self-esteem enhancing, uplifting workouts and curriculum-based lessons on themes such as dealing with body image and the media, resisting peer pressure, making healthy decisions, having gratitude, teamwork and contributing to the community. Teams meet twice a week for 10 weeks with trained coaches.

Over the course of the program girls will:

- * Develop and Improve Competence
- * Feel Confidence in Who They Are
- * Develop Strength of Character
- * Respond to Others and Oneself with Care and Compassion
- * Create Positive Connections with Peers and Adults
- * Make a Meaningful Contribution to Community and Society

Girls on the Run serving Maricopa and Pinal Counties is the local Girls on the Run Council. Founded in 2004, we are a 501(c)(3) organization funded by program fees, grants, donations and corporate sponsors. Over the past 12 years, Girls on the Run serving Maricopa and Pinal Counties has served more than 9,600 young girls across the Valley, and we are growing exponentially. In 2017, more than 300 volunteer coaches will mentor more than 1,500 girls, empowering them with the confidence and character they need to become strong, healthy women who make a positive impact in our communities. In 2018 we expect to serve even more girls.

**We believe that every girl
can embrace who she is,
can define who she wants to be,
can rise to any challenge,
can change the world.
Can.**

Mission

We inspire girls to be joyful, healthy, and confident using a fun, experience-based curriculum that creatively integrates running.

Vision

We envision a world where every girl knows and activates her limitless potential and is free to boldly pursue her dreams.

Values

Girls on the Run honors its core values. We strive to:

- * Recognize our power and responsibility to be intentional in our decision making
- * Embrace our differences and find strength in our connectedness
- * Express joy, optimism, and gratitude through our words, thoughts, and actions
- * Nurture our physical, emotional, and spiritual health
- * Lead with an open heart and assume positive intent
- * Stand up for ourselves and others



GOTR Partnership Opportunities

Girls on the Run Community 5k Events



Spring 5k

April 30, 2017

5k start time: 8:30 am

Wesley Bolin Plaza

Phoenix, AZ



Fall 5k

November 18, 2017

5k start time: 9:00 am

Wesley Bolin Plaza

Phoenix, AZ

Event Details:

The Girls on the Run 5k events are part of the GOTR National Race Series which has expanded to more than 350 events across the United States, making the Girls on the Run 5k series the largest in the country. It is nationally sponsored by Asics, Cigna, Fox Supports, Justice, Smartwool and Thirty-One Gifts. The 5k event is the culminating achievement for hundreds of girls graduating from the 10-week Girls on the Run program at more than 50 sites across the Valley. Parents, friends, volunteers and community runners join the girls for a huge celebration of health, inspiration and accomplishment.

The Girls on the Run 5k events are open to the public and are fun for EVERYONE—males and females, young and old, all abilities and skill levels. Following the 5k, participants and spectators enjoy the family festival that includes food, music, games and activities.

Impact:

By supporting the Girls on the Run 5k you help empower girls! Last year more than 60% of our participants received scholarship support based on need, and we awarded over \$100,000 in program scholarships. We anticipate serving many more girls in 2017. Your support will enable us to continue to deliver programming to these girls and families in need and will provide them with life-changing lessons and support.

At the same time, via unique and highly sought after outreach opportunities and by aligning with Girls on the Run as a sponsor, you will receive the exclusive opportunity of access and promotion to this group. Over 80% of our race participants are females and represent two powerful customer bases: tweens and their Moms!

Sponsors receive:

- * Access to more than 3,500 participants at each event, including program participants ages 8-14, parents, corporate partners, volunteers and members of the local running community.
- * Recognition on event collateral, websites, via social media, press releases etc.
- * The opportunity to forever change the lives of local girls.



GOTR Partnership Opportunities

Girls on the Run 5k Sponsorship Levels

2017 Presenting Sponsorship - SOLD!

\$2,500 – You Go Girls! Sponsorship

- Sponsor of race amenity (aid station, warm up, kids area, photo booth etc.)
- Logo on event marketing materials
- Logo on event T-shirts
- Logo and link on event website
- Recognition in council e-newsletter
- 10x10 booth space in festival area (tables and chairs will be provided), including sampling/promo opportunity if desired OR sampling/promo opportunity via race bags without booth space
- On-stage recognition at event
- Social media mentions
- Seven complimentary race entries

\$1,000 – Finish Line Sponsorship

- Logo on event marketing materials
- Logo and link on event website
- Logo on event T-shirts
- 10x10 booth space in festival area (tables and chairs will be provided), including sampling/promo opportunity if desired OR sampling/promo opportunity via race bags without booth space
- On-stage recognition at event
- Four complimentary race entries

\$300 – High Five Sponsorship

- 10x10 booth space in festival area (tables and chairs will be provided), including sampling/promo opportunity if desired OR sampling/promo opportunity via race bags without booth space
- On-stage recognition at event
- Logo on event website
- One complimentary race entry

\$150 – Race Patron

- 10x10 booth space in festival area (tables and chairs will be provided), including sampling/promo opportunity if desired OR sampling/promo opportunity via race bags

* Pricing is per event.

Please note that discounts are available for registering at once as a sponsor of both spring and fall 5k events, and sponsorship opportunities can be customized.

Please contact Meagan Kukowski at meagan@gotrnc.org or 602-795-6572 with any questions.



GOTR 5k Sponsorship Reservation Form



Thank you for your support of Girls on the Run and for partnering with us to create a world where every girl knows and activates her limitless potential and is free to boldly pursue her dreams.

To participate as a sponsor, please complete all applicable fields on this form and return to:

Girls on the Run, 7762 E. Gray Road, Suite 100, Scottsdale, AZ 85260

Email: meagan@gotrmc.org

Name

Title

Company

Address

City ST Zip

Phone

Email Address

Item(s) that I plan to distribute (i.e. description of product sample, coupon etc.)

Volunteer who contacted me about this opportunity

Silent Auction item donation (if applicable)

PLEASE RESERVE:

- You Go Girls! Sponsorship (\$2,500)
- Finish Line Sponsorship (\$1,000)
- High Five Sponsorship (\$300)
- Race Patron (\$150)
- Additional Donation:

\$ _____

For the: (circle one)

Spring 5k / Fall 5k / Both 5k events

TOTAL: \$ _____

If booth space is included with your sponsorship, do you plan to use it on race day?

- Yes No



Additional Information:

Please contact Meagan Kukowski at meagan@gotrmc.org or 602-795-6572 with questions, for more information or to create a custom sponsorship package. Please make checks payable to Girls on the Run serving Maricopa & Pinal Counties and send logos to meagan@gotrmc.org. Contributions to Girls on the Run serving Maricopa & Pinal Counties are tax-deductible to the extent permitted by law. Logo/Name placement on collateral is contingent upon receipt of sponsorship confirmation prior to print/release date. Thank you again for your support! www.gotrmc.org / <http://www.girlsontherun.org>

GOTR Partnership Opportunities

Additional Ways to be a Community Supporter

Monetary Donations:

Monetary Donations can always be made on our website (www.gotrmc.org) or by mailing a check to:

Girls on the Run
7762 E Gray Road, Suite 100
Scottsdale, AZ 85260

Because we don't turn away girls due to inability to pay program fees, we depend on donations, sponsorships and grants to reach girls and families in need across the Valley. Last year more than 60% of our girls received scholarships due to financial need, and we awarded over \$100,000 in scholarships. We expect to serve many more girls this year. General contributions enable us to continue to deliver programming to these girls and families in need and provide them with life-changing lessons and support. Donations of any amount are greatly appreciated and add up to a BIG impact for local girls.

Please note: You may be able to double or triple your donation impact!

Please check with your employer about company match programs.

Wish List Donations:

The following services and items are on our Wish List and would help offset the costs of program delivery:

Professional Services:

- * Printing and copying
- * Graphic design
- * Language translation
- * Marketing/PR
- * T-shirts and screen printing
- * Moving/Transportation services
- * Data entry

Program Materials:

- * Paper
- * First Aid Items (Band-Aids, Latex Gloves, Wipes)
- * Index Cards
- * Manila Envelops (Letter Sized)
- * Markers
- * Pencils
- * Mailing Labels
- * Hand sanitizer
- * Beach balls
- * Event space for training and events



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Additional Ways to be a Community Supporter

Provide Silent Auction Items

Silent Auction items are featured at the spring Girls on the Run 5k events. Donated items, services or gift certificates provide exposure to thousands of event participants and volunteers and greatly influence the fundraising success of these events.

Corporate or Organizational Volunteer Service

Promote volunteer opportunities within your organization and gather groups to assist at events or on office work days. Girls on the Run offers numerous volunteer opportunities ranging from one-time experiences such as serving as a Sparkle Runner, providing event support at our end-of-season 5k events and helping to assemble team kits at our office to longer term commitments like coaching or serving on a committee or our board of directors.

Create a SoleMates Team

SoleMates is the charity running leg of Girls on the Run. It is a team of aspiring athletes who each pursue individual goals, such as completing a marathon, triathlon or other athletic event to inspire, celebrate, and be an example of self respect and healthy living. You can walk, run or bike in any event of your choice and raise much needed funding for Girls on the Run serving Maricopa & Pinal Counties. We provide all the support and tools to make SoleMates a rewarding and easy experience for all!



Corporate Discounts or Coupons for GOTR Families & Volunteers

Offer discount of company choice to promote business and drive traffic.

Charity Miles

Download the free Charity Miles app. Then each time you exercise select Girls on the Run as your charity of choice and bring your phone on runs, walks or rides. Sponsors donate 10¢ per mile biked and 25¢ per mile walked or run -- making this an easy way to inspire and empower through your regular workout routine.



Amazon Smile

AmazonSmile is the same Amazon you know. Same products, same prices, same service. When you shop online be sure to shop thru Amazon Smile, and choose Girls on the Run Maricopa County as the benefiting nonprofit! Amazon will donate 0.5% of the price of your eligible purchases to help us serve more girls.



Be an Advocate

Girls on the Run wants to become a household name, and we would like to make the program available at every school for EVERY girl who is interested in participating. If you feel the same way, please spread the word to employees, colleagues, business partners etc.

GOTR Partnership Opportunities

Why GOTR?

“I have seen this program change girls lives, & then seen [the girls] helping & changing other girls lives. I hope the message gets out about this awesome program!”

..... GOTR Coach



“It’s like I’m a light bulb and Girls on the Run is my power source. It’s what I need to shine bright. I feel GOTRized.”

..... GOTR Participant

“GOTR let me be myself and gave me a chance to be healthy, make responsible choices and to stand up for others. I loved the coaches because they filled my heart with positiveness and believed in me. I will always be a girl on the run for as long as I live.”

..... GOTR Participant



Girls on the run

Never Give Up!!!
Way To Go!!!
WOW!!!
YOU ARE STRONG
YOU CAN DO IT!!!
YOU'RE AWESOME
YOU ROCK!!!

YOU'RE AWESOME
YOU ARE STRONG!
Never Give Up!!!
Way to go!!!
ATHLETA
GO
friend
GOOD JOB!!!
YOU CAN DO IT!!!
WOW!!!
YOU ROCK!!!