

Girls on the Run of Atlanta



2017 Sponsorship
Opportunities



“Girls on the Run is not all about running. It is about becoming a team.”

- Coach Erin

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

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

What We Do

At Girls on the Run we inspire girls to recognize their inner strength and celebrate what makes them one of a kind. Trained coaches lead small teams through our research-based curricula which includes dynamic discussions, activities and running games. Over the course of the 12-week program, girls in 3rd-8th grade develop essential skills to help them navigate their worlds and establish a lifetime appreciation for health and fitness. The program culminates with girls positively impacting their communities through a service project and being physically and emotionally prepared to complete a celebratory 5k event.

Why It Matters

Girls face societal pressures and conflicting messages about how they should act and who they should be. Studies show that by adolescence, girls' confidence drops about twice as much as boys'. Relationships become more complicated and challenging, girls' perception of their academic success declines, the likelihood of anxiety and depression increases and participation in physical activity plummets. Meanwhile, girls have fewer options than boys for physical activities and afterschool programming.

It doesn't have to be this way – and you can help!

We believe that every girl is inherently full of power and potential. By knowing they are the leaders of their lives, Girls on the Run participants are the girls who will change the world.



Girls on the Run of Atlanta has **140 sites** in Cobb, DeKalb, Fulton and Gwinnett Counties. Last school year, we served **3,000 girls** and hosted **two celebratory 5k events**.

With the help of generous sponsors and donors, we were able to provide financial assistance to 52% of our program participants who otherwise may not have been able to participate in Girls on the Run.

The Finish Line is just the Beginning

Girls on the Run 5K

The “exclamation point” at the end of each season, the Girls on the Run 5K is a once-in-a-lifetime experience of confidence through accomplishment.

**Join us to empower girls:
Saturday, April 29 at Georgia Tech**

- 3,500 runners
- 400 spectators
- 200 volunteers
- 78% women
- Family-friendly

The most inspiring event in Atlanta, the Girls on the Run 5K is a huge celebration of health, wellness and *girl power!*



“Before I did Girls on the Run I was thinking negative about myself... and now I think proudly of myself because I am myself and *I like myself.*”

—Nora, 4th grade
GOTR Girl

Girls on the Run 5K

Sponsorship opportunities

	Presenting Sponsor \$10,000	Girl Power \$5,000	Energy Award \$1,000	Star Power \$500	Expo \$250
Impact of your Investment	Underwrites three scholarship sites serving 45 girls total	Program scholarships 5k and running shoes for 24 girls	Program scholarships and 5k for six girls	Curriculum, supplies and training fees for 8 volunteer coaches	Sponsor a girl and her 5k Running Buddy
Exclusive Naming Rights to event	★				
Finisher t-shirt	Logo on Front	Logo on Back	Logo on Back	Name on Back	
Logo on Girls on the Run website	★	★	★		
Customized social media post	2	1			
Feature in weekly coach and parent email (circulation 2,000)	★				
Feature in two e-newsletters (circulation 9,000)	★	★			
Logo on race promo emails and social media	★	★			
Banner at 5k finish line	★	★			
Logo on race collateral (poster, postcard)	★	★	★	★	
Expo opportunity	★	★	★	★	★
Company volunteer opportunities at event	★	★	★	★	
Complimentary 5k entries	12	8	4	2	1

“Running the 5K is a lot like following your dreams. When you run, you set a pace and press on. When pursuing your dreams...you must accomplish goals along the way to reach your dreams. Never give up.”

–Shaylee, 5th grade GOTR Girl



Additional Sponsorship Opportunities

Race-day Expo: Offer healthy samples, logo'd items, discounts or coupons to promote your business. GOTR will provide exhibitors with a 10'x10' space to set up as they like.

SuperStar VIPs: SuperStars are individuals who make a \$100 donation to Girls on the Run in addition to their 5k registration and receive a VIP race packet with items such as running gear, gift cards for local restaurants and spa treatments, books, exercise classes, event tickets, etc. Consider donating a fun experience or item to our limited group of 25 SuperStars.

Customized sponsor opportunities available: Let us know if your business is interested in sponsoring special elements of the 5k experience and we will work with you on pricing. Ideas include Water Stop, Mile Markers, First Aid Station, Happy Hair Station, Bib Decoration, Coach or Volunteer Check-in and more.

In-kind Donations: We rely on many companies to support the 5k with donations of post-race refreshments including healthy snacks and fruit. In-kind sponsors receive the same benefits as cash sponsors based on the monetary value of the items donated.



“Girls On The Run was one of the best programs I have ever participated in, and I am so thankful for everything they taught me, and the things they are continuing to teach for generations to come. We will help shape this world into an even better place, one girl at a time.”

**- Ellie, 7th grade
GOTR Girl**

Invest in a Girl Change the World

You can count on our sponsorship of the **Girls on the Run 5K!**

- Presenting - \$10,000
- Star Power - \$500
- Girl Power - \$5,000
- Expo Booth - \$250
- Energy Award - \$1,000
- In-kind donation value _____

Company Name: _____

Company Contact: _____

Email: _____ Phone: _____

Race Day Contact: _____

Email: _____ Cellphone: _____

 We will have a booth at the Expo with the following (circle all that apply):

Samples Info/Coupons Mascot Our Tent Other: _____

We will need a generator for a \$50 fee.

We will provide 25 _____ for the SuperStar packets.

Payment Method

My **CHECK** is made payable to Girls on the Run of Atlanta

Please send me an invoice

Please charge my (circle one) **Visa** **MasterCard** **American Express**

(Note: Sponsor agrees to pay the 3.5% credit card processing fees)

Account Number: _____ Exp. Date: ____/____/____ CVV Code: _____

Signature: _____ Printed Name on Card: _____

Billing Address: _____

City: _____ State: _____ Zip Code: _____

Please return this form by April 10, 2017 via:

email along with a hi res logo: lea@girlsontherunatlanta.org

mail: 1904 Monroe Dr. NE, Suite 100, Atlanta, GA 30324 **fax:** 404-478-6563

404.478.6558 girlsontherunatlanta.org