



I have learned that no matter what people say, I can do it!
-- Sherlyn, 4th Grade

MISSION:

We inspire girls to be joyful, healthy, and confident using a fun, interactive 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.

STATEMENTS of FACTS

ONLY 12% OF KY GIRLS EAT FRUIT OR DRINK 100% FRUIT JUICE 3 OR MORE TIMES A DAY

65% OF SCHOOL RESOURCE OFFICERS INDICATED **BULLYING** IS A MODERATE PROBLEM.

1 in 5 U.S. GIRLS ADMIT to not eating 24 OR MORE HOURS TO LOSE WEIGHT

20% of KY 8th grade girls contemplate **SUICIDE**

*Source: CDC, Youth Risk Behavior Survey, 2011
**Source: KCSS, 2013 Annual Report



I love GOTR because it challenges me mentally and physically and it's one of the most encouraging environments to make friends.

- Riley, 5th Grade





If you had the **POWER** to
CHANGE the world **ONE GIRL**
at a time, **what would you do?**

A Summary

Girls on the Run is a transformational, experiential learning program for 3rd - 5th grade girls that combines training for a 3.1 mile (5K) running event with self-esteem enhancing, uplifting workouts. Our goal is to educate and empower preteen girls in order to prevent the display of at-risk activities (substance/alcohol use, eating disorders, early onset of sexual activity, sedentary lifestyle, depression, suicide attempts, confrontations with the juvenile justice system). Girls on the Run reaches girls between the ages of 8-12, when they are just beginning to face the challenges of early adolescence but are still receptive to adult influence, to prepare them to successfully navigate the challenges of adolescence. Girls complete the program with a stronger sense of identity, a greater acceptance of themselves, a healthier body image, and a greater likelihood to continue healthy exercise habits.¹

¹DeBate RD. Girls on the Run: Formative Impact Evaluation. Spring, 2006.
(Available at: http://www.girlsontherun.org/assets/docs/2011_Evaluation.pdf)

History, Growth, and Vision

- One of over 210 councils in the US and Canada.
- GOTR Central KY was founded in 2008 with 26 girls and 4 volunteer coaches.
- We grew to 32 teams in 2010, 65 teams in 2012, and 75+ teams in 2014.
- GOTR Central KY serves 14 counties—Fayette, Jessamine, Scott, Madison, Henry, Woodford, Clark, Franklin, Owsley, Marion, Rockcastle, Clay, Jackson, and Leslie. Our goal is to continue to grow to serve more of Central Kentucky.
- Working in concert with community partners, granting entities, school districts, local businesses, and other partners, GOTR continues to grow exponentially each year.
- Our vision is that participation in GOTR will be a developmental milestone for every girl in Central Kentucky.

I learned how to run faster and
how to get along with others
and be confident.

-- Madison, 4th Grade

Core Values

Girls on the Run honors its core values by striving to:

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



SUPPORT BENEFITS

5K Sponsorship Opportunities

Presenting - \$3,000+

- Exclusive Presenting Sponsor for 5K
- Company name displayed on 5K registration materials
- Logo on Spring/Fall program shirts worn by girls program-wide at practices and 5K (2,500+ shirts)
- Logo on front of fall race shirts (1,500+ shirts)
- Company name/logo on 5K race posters and banner at Spring/Fall race
- Opportunity to place company-provided banner at our Spring and Fall 5K water stations
- Company logo in e-newsletter and on website for full year (reaches 4,000+)
- Table at 5K, company name announced on race day, and social media recognition
- Opportunity to promote company in virtual race bags
- Five complimentary 5K registrations and 5K T-shirts for your staff

Joyful - \$750

- Logo on Fall race shirts (1,500+ shirts) and logo and link to website in 5K e-newsletter (reaches 4,000+)
- Opportunity to place company-provided banner at our Spring and Fall 5K water stations and company materials at company-provided table
- Company name/logo displayed on website and on poster at race
- Company name announced on race day
- Social media recognition
- Opportunity to promote company in virtual race bags
- Four complimentary 5K registrations and 5K T-shirts for your staff

Healthy - \$500

- Logo on Fall race shirts (1,500+ shirts) and in 5K e-newsletter (reaches 4,000+)
- Company name/logo displayed on poster at race
- Opportunity to present company materials at company-provided table at 5K
- Logo on website and social media recognition
- Company name announced on race day
- Opportunity to promote company in virtual race bags
- Three complimentary 5K registrations and 5K T-shirts for your staff

Confident - \$250

- Company name/logo displayed on poster at race and in 5K e-newsletter (reaches 4,000+)
- Opportunity to present company materials at self-provided table at 5K
- Logo on website and social media recognition
- Company name announced on race day
- Opportunity to promote company in virtual race bags
- Two complimentary 5K registrations

For more information about these and other opportunities to support the work of **Girls on the Run Central Kentucky**, please contact: **Heidi Guckenberger** | 859.268.4687 | heidi@gotrcentralky.org



THE STARTING LINE IS NOW

To register your Girls on the Run Central KY Sponsorship, please check your Opportunity in the right column, complete the form below, and return to Heidi Guckenberger, Executive Director, Girls on the Run Central KY, PO Box 23328, Lexington, KY 40523.

Sponsorship listing:

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

SPONSOR OPPORTUNITIES

(check one)

- Individual
- Program
- 5K
- Gift amount \$ _____

Payment:

- My check is enclosed
- To pay by credit card securely, please contact Heidi at: 859.268.4687

Please contact us if you have any questions:

Phone: 859.268.4687

Email: heidi@gotrcentralky.com

Web: www.gotrcentralky.org



learn

dream

live

run.™

The GOTR program has so much amazing energy and spirit. These girls can do anything they set their minds to.

-- Taylor, GOTR Coach