



Partnership Opportunities

Serving Washtenaw,
Livingston, Jackson, Monroe
and Lenawee Counties

Partnership Opportunities

Organization Overview

Who We Are

Girls on the Run is a physical activity-based positive youth development program designed to develop and enhance girls' social, psychological, and physical competencies to successfully navigate life experiences.

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

What We Do

Girls on the Run's ten-week program for girls in 3rd – 8th grade combines training for a 5k with a curriculum promoting competence, confidence, connection, character, caring, and contribution.

Twice-weekly lessons and interactive activities are led by trained volunteer coaches who create a positive and safe environment for girls to learn about themselves, connect with others, and contribute to the community. The program culminates in a non-competitive 5k event which gives the girls a chance to shine and an overwhelming sense of accomplishment.

**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



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Why Invest in Girls on the Run?

“ Without the confidence I gained through doing Girls on the Run, I would not be where I am today. ”

Holly VanGordon, GOTR alum



“ My daughter has learned the valuable skill of encouragement, of doing her best no matter what, of helping her girls become their best without judgment. She has become stronger, physically, also, and just might have found that she likes to run! ”

GOTR Parent

“ I can't say enough about how wonderful Girl's on the Run is. My daughter looked forward to each practice and was super excited as the run approached. She felt she was part of something that was bigger than herself - this huge community of girls wanting to be stronger, healthier and more confident. She started in 3rd grade and wants to participate all the way through the 8th grade. ”

GOTR Parent



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Reach



Livingston

23 Sites
471 Girls

- 5 Counties
- 95 Sites
- 1,881 Girls

Jackson

4 Sites
37 Girls

Washtenaw

48 Sites
918 Girls

Lenawee

11 Sites
220 Girls

Monroe

9 Sites
235 Girls



Partnership Opportunities

Revenue & Expenses

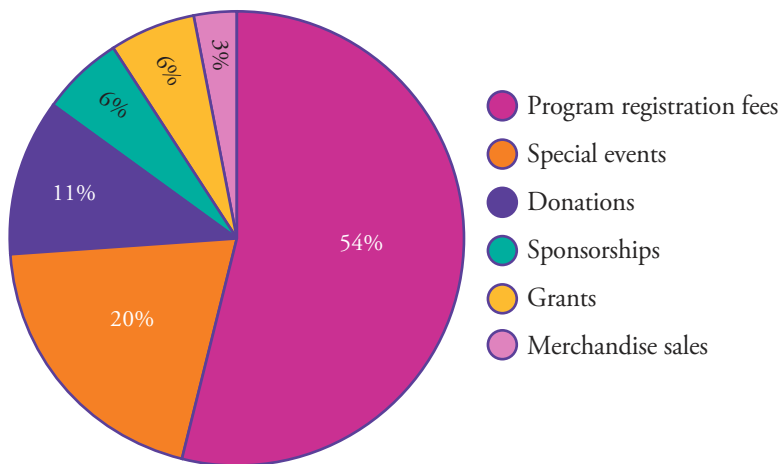
A \$150 registration fee covers the direct costs of one child's participation in our twice a week, ten week program.

Each girl receives:

- * Twenty 90-minute lessons (30 hours of instruction) conducted by certified coaches
- * Curriculum handouts and running incentives
- * A healthy snack at each session
- * An official Girls on the Run program t-shirt
- * A Girls on the Run water bottle
- * A Grown Ups Guide for families
- * Entry into the incredible Girls on the Run 5k event
- * A beautiful finisher's medal
- * An end of season celebration

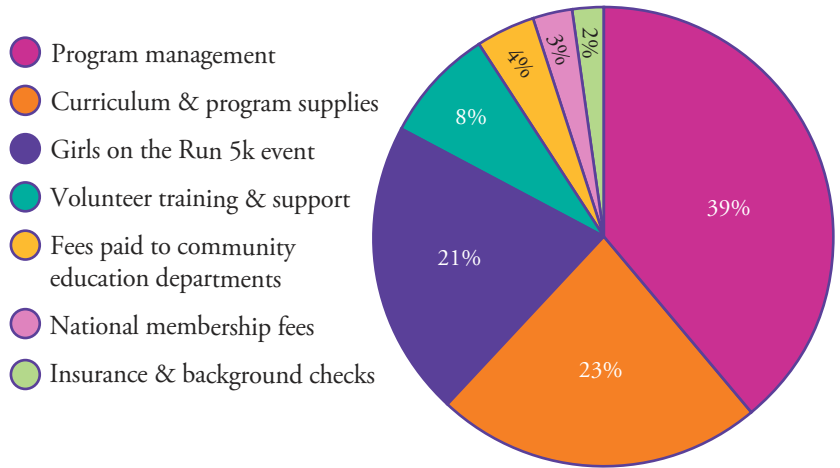
Revenue

Our goal is to reach as many girls as possible! Our staff, sponsors and volunteers work hard year round to raise funds so that we are able to offer scholarships to families in need. We are very proud that we have never had to turn a girl away!



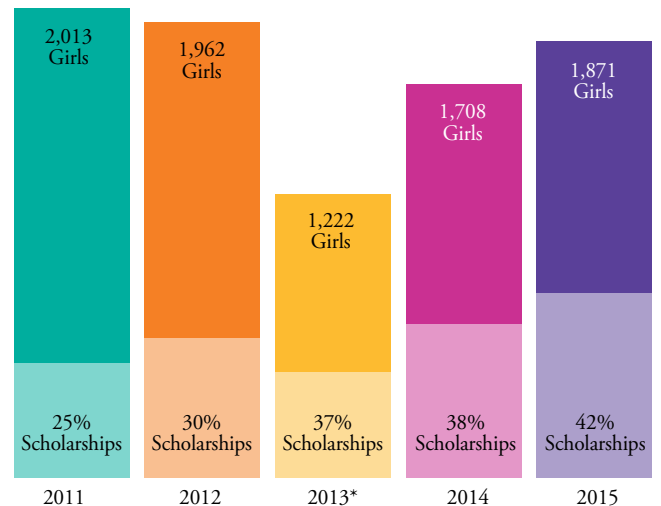
Expenses

Building confidence and empowering girls to become leaders in our community is **PRICELESS!** However, there are real costs associated with operating a non-profit organization and delivering the Girls on the Run program to thousands of girls in the southeastern Michigan area each year.



Financial Aid

Girls on the Run of Southeastern Michigan serves a large territory with a diverse population and we want every girl to have the opportunity to participate in our program regardless of her family's socioeconomic status. As we expand our reach our scholarship demand has grown exponentially.



* Transitioned to single season programming in 2013

Partnership Opportunities

Girls on the Run 5k

May 2017

Location: University of Michigan's
North Campus Research Complex



The Girls on the Run 5k is a unique and moving event designed to celebrate our participants' physical training, the friendships they've developed and the valuable life lessons they've learned throughout the season. **Thousands of girls come from all over southeastern Michigan to line up at the starting line together in their matching program shirts and #1 bibs.** Their families, schools and community leaders are invited to run, walk and skip with them. Hundreds of volunteers help make the event possible and spectators crowd the side lines, cheering as each finisher is awarded a medal.

The funds raised through this event help us ensure that every girl who wants to experience our life changing program has the opportunity. **Since our inaugural season in 2002, our council's reach has grown from 92 participants to over 2,000 girls and families a year.** As we grow farther out into more rural and urban areas the number of girls who require scholarships to participate in our program has increased to 42% of our total participants. We are extremely proud that thanks to the incredible generosity of local donors, sponsors and foundations we have never had to turn a girl away. As we grow our reach, it becomes more challenging to meet that goal though.

We hosted our first Girls on the Run 5k event in 2009 and 1,816 people participated. This event has grown to over 7,500 attendees. **If you choose to sponsor this event your company will receive significant exposure and positive association with an inspiring community event.**

Target Audience:

In 2017 we anticipate serving over 2,000 families in Washtenaw, Livingston, Jackson, Monroe and Lenawee counties. Our program participants are girls ages 8 – 14.

We have over 400 volunteer coaches - 99% are female, 38% are between the ages of 30 and 39, 27% between the ages of 40 – 49.

Sixty four percent of the community members who registered to run the Girls on the Run 5k with our girls between the ages of 30 and 49.

Impressions:

22,102 unique users visited our website in 2016

13,500+ families subscribe to our email list

3,500+ spectators attend our event

3,960+ people participated in 2016

4,500+ people follow us on social media

3,500 posters and postcards distributed all over southeast Michigan

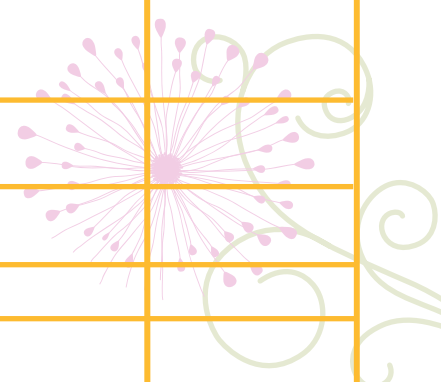




Sponsorship Levels



	Celebration Expo Sponsor	Water Station Sponsor	Marketing Sponsor	Shirt Sponsor	Virtual Goody Bag Insert
Investment	\$7,500	\$5,000	\$2,500	\$1,000	\$150
Number Available	1	3	5	10	20
Benefits					
Exclusive naming rights to our Celebration Expo - (Company Name) Celebration Expo	●				
Opportunity to brand our expo with company banners, volunteers, t-shirts, etc	●				
Company name featured in press release for the event	●				
Company name & link featured on our facebook event page	●				
Boosted social media post	●	●			
Opportunity to brand water station with company banners, t-shirts, volunteers, cups, etc.		●			
Company spotlight featured on our blog, in social media & in event eblast	●	●			
Industry exclusivity	●	●			
Logo on 3000 posters and postcards	●	●	●		
Logo featured in half page Ann Arbor Family ad - 50,000 readers per issue	●	●	●		
Logo & link on our website	●	●	●		
Opportunity to have a tent/table at the 5k event	●	●	●		
Company name and link on our website	●	●	●	●	
Logo on the back of 5,000 event shirts	●	●	●	●	
Ad/Coupon in virtual goody bag	●	●	●	●	●
Complimentary 5k Event Entries:	4	3	2	1	
Impact of Investment:	Provides full program scholarships for 50 girls!	Provides healthy snacks at each lesson for 250 girls!	Pays for 100 girls to participate in our 5k event!	Provides running shoes to 20 girls in need!	Provides a full program scholarship for 1 girl!



Partnership Opportunities

The Superhero 5k

October 23, 2016

Hudson Mills Metropark, Dexter

We anticipate over 750 participants at our third annual Superhero 5k benefiting the Girls on the Run scholarship fund. The event includes a timed 5k run/walk, a timed 1 mile run/walk and a kids' dash. All 5k finishers receive a medal. Participants are encouraged to dress as their favorite superhero or create a costume that displays their own unique superpower. Before the run, participants can pose in front of the photo backdrop for the costume contest check-in. Prizes are awarded for a number of individual and group costume categories. It is a fun and supportive environment to run your first or 50th race!



Target Audience:

The Superhero 5k attracts families from all over Michigan with the greatest draw coming from southern Livingston and western Washtenaw counties.

Impressions:

- 22,102 unique users visited our website in 2016
- 13,500+ families subscribe to our email list
- 4,500+ people follow us on social media
- 1,500+ spectators attend our event
- 750+ people will participate in 2016
- 500+ posters and postcards distributed all over southeast Michigan





Sponsorship Levels

Investment

Number Available

Benefits

Exclusive naming rights as the PRESENTING sponsor – The Superhero 5k presented by (Company Name)

Logo featured on the front of 750 event shirts

Opportunity to have a company presence and banners at the start/finish line

Company tagged in all boosted social media posts for the event

Quote from your company in event press release

Company name & link featured on our facebook event page

Company spotlight featured on our blog, in social media & in event eblast

Opportunity to brand the water station with company banners, t-shirts, volunteers, cups, etc.

Logo & link on our website

Logo on 500 posters & postcards

Logo featured in half page Ann Arbor Family ad – 50,000 readers per issue

Table at the event

Logo on the back of 750 event shirts

Company acknowledged by MC at event

Complimentary 5k Event Entries:

Impact of Investment:

	Presenting Sponsor	Water Station Sponsor	Table Sponsor	Shirt Sponsor
Investment	\$3,000	\$1000	\$500	\$300
Number Available	1	1	10	20
Benefits				
Exclusive naming rights as the PRESENTING sponsor – The Superhero 5k presented by (Company Name)	★			
Logo featured on the front of 750 event shirts	★			
Opportunity to have a company presence and banners at the start/finish line	★			
Company tagged in all boosted social media posts for the event	★			
Quote from your company in event press release	★			
Company name & link featured on our facebook event page	★			
Company spotlight featured on our blog, in social media & in event eblast	★			
Opportunity to brand the water station with company banners, t-shirts, volunteers, cups, etc.		★		
Logo & link on our website	★	★		
Logo on 500 posters & postcards	★	★		
Logo featured in half page Ann Arbor Family ad – 50,000 readers per issue	★	★		
Table at the event	★	★	★	
Logo on the back of 750 event shirts	★	★	★	★
Company acknowledged by MC at event	★	★	★	★
Complimentary 5k Event Entries:	3	2	1	
Impact of Investment:	Provides full program scholarships for 20 girls!	Provides running shoes to 20 girls in need!	Provides T-shirts to 5 teams of girls!	Provides healthy snacks at each lesson for 15 girls!

Partnership Opportunities

Sponsor Registration Form

Our company is committed to the sponsorship levels marked below:

Girls on the Run 5k

- Celebration Expo Sponsor (\$7,500)
- Water Station Sponsor (\$5,000)
- Marketing Sponsor (\$2,500)
- Shirt Sponsor (\$1,000)
- Virtual Goody Bag Insert (\$150)

Superhero 5k

- Presenting Sponsor (\$3,000)
- Water Station Sponsor (\$1000)
- Table Sponsor (\$500)
- Shirt Sponsor (\$300)

Our company would like to hold our spot in the future by committing to a _____ year renewing sponsorship.

*Custom packages may be available for companies that make a multi-year commitment.

Email rhonda@girlsontherunsemi.org for more information.

Sponsor Name (as you'd like it listed): _____

Contact Name: _____

Address: _____

Email: _____ Phone Number: _____

Website: _____

Choose one of the following:

Please invoice our company for the amount due.

Check enclosed. Checks may be made payable to Girls on the Run and mailed to 5333 McAuley Drive, Suite 6012, Ypsilanti, MI 48197

Please confirm your sponsorship by submitting this agreement and your company's logo (in an .ai or .eps vector format, if possible) to rhonda@girlsontherunsemi.org.

Signature: _____ Date: _____

