

Girls on the Run of Mid Michigan



2017 Sponsorship
Opportunities
5K AND 10 Years and Running
Sneaker Soiree



“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 ten-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 social 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'. Friendships 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.

It doesn't have to be this way.

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



Girls on the Run of Mid Michigan has **40+ sites** in the mid Michigan area. In 2016, we served **over 600 girls** and hosted a **celebratory 5k event**. With the help of generous sponsors and donors, we were able to provide financial assistance to **50%** of our program participants who otherwise may not have been able to participate in Girls on the Run.

2017 5k Sponsorship Levels

The Finish Line is Just the Beginning

Exclusive Presenting Sponsor - \$5,000 – only 1 available!

- Category Exclusivity
- Logo inclusion on:
 - Front of 1000+ 5k shirts
 - 2000+ 5k Race Bib
 - Program and 5k collateral – brochure, flyers, and signage
 - Council website and 5k registration webpage with link to company website
- Mention in all promotional materials (including radio, print, digital, on social media (Facebook, Instagram), and on media releases
- Official Presenting sponsorship and recognition Spring 5k event with the opportunity to:
 - Pass out 5k medals to participants
 - Host a table/booth
 - Provide a start line and finish line banner
 - Receive verbal recognition from event stage
 - Provide an item or offer in the 5k race bag
 - Receive 15 complimentary 5k entries

Girl Power Sponsor - \$3,000

- Logo inclusion on:
 - Back of 1000+ shirts
 - 5k collateral, including finish line banner
 - Council website and 5k registration webpage with link to company website
- Mention in all promotional materials (including radio, print, digital, on social media (Facebook, Instagram), and on media releases
- Recognition at the 5k with the opportunity to:
 - Host a table/booth
 - Provide a finish line banner
 - Receive verbal recognition from event stage
 - Provide an item or offer in the 5k race bag
 - Receive 12 complimentary 5k entries

2017 5k Sponsorship Levels

The Finish Line is Just the Beginning

Limitless Potential Sponsor - \$1,500

- Logo inclusion on:
 - Back of 1000+ 5k shirts
 - 5k collateral including event signage
 - Council website and 5k registration webpage with link to company website
- Recognition at the 5k with the opportunity to:
 - Host a table/booth
 - Provide a start line banner
 - Receive verbal recognition from event stage
 - Provide an item or offer in the 5k race bag
 - Receive 9 complimentary 5k entries



Energy Award Sponsor - \$1,000

- Company name included on:
 - Back of 1000+ 5k shirts
 - 5k event signage
 - 5k registration webpage with link to company website
- Recognition at the 5k with the opportunity to:
 - Receive verbal recognition from event stage
 - Provide an item or offer in the 5k race bag
 - Receive 6 complimentary 5k entries

“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

Star Power Sponsor - \$500

- Company name included on:
 - Back of 1000+ 5k shirts
 - 5k registration webpage with link to company website
- Recognition at the 5k with the opportunity to:
 - Provide an item or offer in the 5k race bag
 - Receive 3 complimentary 5k entries



Sponsor Benefits

	Presenting \$5,000	Girl Power \$3,000	Limitless Potential \$1,500	Energy Award \$1,000	Star Power \$500
Impact of your Investment	Underwrites 2 scholarship sites serving 30 girls total	Underwrites 1 scholarship sites serving 20 girls total	Provides scholarships for 10 girls to participate	Provides scholarships for 6 girls to participate	Provides healthy snacks to 3 teams
Exclusive 5k presenting sponsor; top billing on 5k advertising and materials	★				
Pass out 5k medals to participants	★				
Logo on 5k bib	★				
Mention in all promo materials	★	★			
Table/booth at 5k	★	★			
Banner at 5k	★	★	★		
Verbal recognition at 5k	★	★	★	★	
Recognition on 5k signage	Prominent Logo	Logo	Logo	Name	
Presence on 5k shirt	★	★	★	★	★
Link on 5k registration page	Prominent Logo	Logo	Logo	Name	Name
Item in 5k event bag	★	★	★	★	★
Complimentary 5k entries	15	12	9	6	3

“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



2017 Sponsorship Levels

10 Years and Running Sneaker Soiree

Diamond Sponsor - \$1000

- Prominent logo inclusion on:
 - Event collateral – invitations, programs, and signage
 - Council website with link to company website
- Mention in all promotional materials (including radio, print, digital, on social media (Facebook, Instagram), and on media releases
- The opportunity to:
 - Receive verbal recognition at the event
 - Receive 6 complimentary event tickets

Ruby Sponsor - \$500

- Logo inclusion on:
 - Event collateral – invitations, programs, and signage
 - Council website
- Mention in all promotional materials (including radio, print, digital, on social media (Facebook, Instagram), and on media releases
- The opportunity to:
 - Receive verbal recognition at the event
 - Receive 4 complimentary event tickets

Sapphire Sponsor - \$250

- Logo inclusion on:
 - Event collateral – invitations, programs, and signage
 - Council website
- Mention in all promotional materials (including radio, print, digital, on social media (Facebook, Instagram), and on media releases
- The opportunity to:
 - Receive 2 complimentary event tickets



Invest in a Girl Change the World

- I would like to support Girls on the Run Mid Michigan as a **5k sponsor** or a *10 Years and Running Sneaker Soiree* **sponsor**.
- | | |
|---|---|
| <input type="checkbox"/> Presenting - \$5000 | <input type="checkbox"/> Energy Award - \$1000 |
| <input type="checkbox"/> Girl Power - \$3000 | <input type="checkbox"/> Star Power - \$500 |
| <input type="checkbox"/> Limitless Potential - \$1500 | <input type="checkbox"/> Diamond Sponsor - \$1000 |
| <input type="checkbox"/> Ruby Sponsor - \$500 | <input type="checkbox"/> Sapphire Sponsor - \$250 |
- I would like to make a **one-time gift** to Girls on the Run Mid Michigan.
- \$2,500** sponsors one team for one season including shoes and 5k registrations
 - \$1,000** provides program supplies for ten teams
 - \$500** provides program supplies for five teams
 - \$300** provides healthy snacks for two teams
 - \$150** funds a girl's program experience for one season

Payment Method

- My **CHECK** is made payable to Girls on the Run Mid Michigan
- Please bill my **CREDIT CARD**

(circle one) **Visa** **Mastercard** **Discover** **American Express**

Account Number: _____ Exp Date: _____

Signature: _____ CVV Code: _____

Printed Name on Card: _____

Billing Address: _____

City: _____ State: _____ Zip Code: _____

Email: _____ Phone: _____

Please complete this form and return to:

Stephanie McClintock, Council Director

You may submit the form via **email**: Stephanie.mcclintock@girlsontherun.org
Or **mail**: P.O. Box 1836, Owosso, MI 48867

GOTRMidMichigan.org

Additional Opportunities

Employee Engagement Opportunities:

- **Motivate Girls at the 5k:** Host a cheer team or water station at a 5k
- **Coach a Team:** Coaches are the heart of our program! Lead and assistant coaches are needed at teams across the mid Michigan] area. Training is provided.
- **Become a SoleMate:** SoleMates are men and women who enjoy pursuing individual goals, such as completing an endurance event, while raising money for Girls on the Run Mid Michigan. Register Today at GOTRMidMichigan.org/SoleMates
- **Customized Group Opportunities:** We can work with you to design a special group service day.

Company Matching: Companies often will match employee's donations to GOTR or donate money for employee volunteer time with GOTR.

Board Positions: Individuals wanting to share their leadership, time and talents with Girls on the Run can apply for positions on the Board of Directors.

Discount and Sampling Opportunities:

Businesses can offer a corporate discount or coupons to promote business and drive traffic. Offer can be sent to our participants' families, coaches and other volunteers via email or social media. **This opportunity can only be combined with sponsorship.*



Learn More

**Girls on the Run of
Mid Michigan**

GOTRMidMichigan.org

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