

Girls on the Run of Greater Susquehanna Valley



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 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 Greater Susquehanna Valley has **25 sites** in six counties. In 2016, we served **almost 800 girls** and hosted **two celebratory 5K events**. With the help of generous sponsors and donors, we were able to provide financial assistance to **almost 40%** 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

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

- Category Exclusivity
- Logo inclusion on:
 - 1,000 5K bibs
 - Front of 1,000 5K Shirts
 - Program and 5K materials – brochures, flyers and signage
 - Council website and 5K registration webpage with link to company website
- Mention in all promotional materials (including radio, print, digital, social media and media releases)
- Official presenting sponsorship and recognition for Fall and Spring 5K event with the opportunity to:
 - Hand out 5K medals
 - Host a table/booth at expo
 - Provide a start line and/or finish line banner
 - Receive verbal recognition from event stage
 - Provide an item in 5K race bag
 - Receive five complimentary 5K entries

Girl Power Sponsor - \$3,000

- Logo inclusion on:
 - Back of 1,000 5K shirts
 - 5K materials – brochures, flyers and signage
 - Council website and 5K registration webpage with link to company website
- Mention in all promotional materials (including radio, print, digital, social media and media releases)
- Recognition at the 5K event with the opportunity to:
 - Host a table/booth at expo
 - Provide a finish line banner
 - Receive verbal recognition from event stage
 - Provide an item in 5K race bag
 - Receive four 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



The Finish Line is just the Beginning

Limitless Potential Sponsor - \$1,500

- Logo inclusion on:
 - Back of 500 program shirts
 - Program materials
 - Council website and 5K registration webpage with link to company website
- Recognition at the 5K with the opportunity to:
 - Host a table/booth at expo
 - Provide Finish Line Banner
 - Receive verbal recognition from event stage
 - Provide an item in 5K race bag
 - Receive three complimentary 5K entries

Energy Award Sponsor - \$1,000

- Logo inclusion on:
 - Back of 500 program shirts
 - Program materials
 - Council website and 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 in 5K race bag
 - Receive two complimentary 5K entries

Star Power Sponsor - \$500

- Company name included on:
 - Back of 500 program shirts
 - 5K registration webpage with link to company website
- Recognition at the 5K with the opportunity to:
 - Provide an item in 5K race bag
 - Receive one complimentary 5K entry



“Girls on the Run could make any girl fearless because when you’re surrounded by people you trust, respect and care for, nothing can hold you back from being the most beautiful person you have grown to be.”

- Josie



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 three scholarship sites serving 45 girls total	Underwrites two scholarship sites serving 30 girls total	Provides scholarships for 15 girls to participate	Provides scholarships for 10 girls to participate	Provides healthy snacks to five teams
Exclusive 5K presenting sponsor; top billing on 5K advertising and materials	★				
Hand out 5K medals to participants	★				
Logo on 5K bib	★				
Mention in all promotional materials	★	★	★	★	
Table/booth at 5K expo	★	★	★		
Banner at 5K	Start & Finish	Finish	Finish		
Verbal recognition at 5K	★	★	★	★	
Presence on Program Shirts			Prominent Logo Back of Shirt	Logo Back of Shirt	Name Back of Shirt
Presence on 5K Shirt	Prominent Logo Front of Shirt	Prominent Logo Back of Shirt			
Link on 5K registration page	Prominent Logo	Logo	Logo	Logo	Name
Item in 5K race bag	★	★	★	★	★
Complimentary 5K entries	5	4	3	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



Invest in a Girl Change the World

- I would like to support Girls on the Run of Greater Susquehanna Valley as a sponsor.
 - Presenting Sponsor - \$5,000
 - Girl Power Sponsor - \$3,000
 - Limitless Potential Sponsor - \$1,500
 - Energy Award Sponsor - \$1,000
 - Star Power Sponsor - \$500

- I would like to make a **one-time gift** to Girls on the Run of Greater Susquehanna Valley.
 - \$2,000** sponsors one team for one season including shoes for the entire team
 - \$375** purchases running shoes for an entire team (15 girls)
 - \$110** provides a scholarship for one girl to participate for one season
 - \$25** purchases one pair of running shoes for a girl in need

Payment Method

My **CHECK** is made payable to Girls on the Run of Greater Susquehanna Valley

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:

Shannon Butters, Executive Director

484 Alexis Dr.

Williamsport, PA 17701

Or email to: Shannon.butters@girlsontherun.org

Visit us at: www.gotrgrsv.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 Greater Susquehanna Valley. 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 of Greater Susquehanna Valley. Register Today at www.gotrsv.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
Greater Susquehanna
Valley

www.gotrsv.org

570-337-9865

Executive Director
Shannon Butters

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