

Girls on the Run of Atlanta

Founded in 2000 with three teams and 30 girls. Today, we have more than 3,000 participants a year across four counties of metro Atlanta and have served 26,000 girls in the last 17 years!



2018 5k 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 through 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

Studies show that 3rd through 8th grade is a critical period of time for girls. Their self-confidence begins to drop by age nine and 50% of girls ages 10 to 13 years old experience bullying.

A recent independent study found that the Girls on the Run intentional life skills curriculum, delivered by highly trained coaches, positively impact girls' lives by helping them increase their self-confidence, develop healthy relationships and feel good about themselves.

At an age when girls are constantly trying to measure up to ideas of who they should be when they're still discovering who they are, Girls on the Run shows them that their potential isn't just enormous, it's beyond measure.



Girls on the Run of Atlanta has **140 sites** across metro Atlanta. In 2017, we served **over 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 most inspiring event in Atlanta, the Girls on the Run 5K is a huge celebration of health, wellness and *girl power*.

It's the "exclamation point" at the end of each season and a once-in-a-lifetime experience of confidence through accomplishment.

Saturday, April 28, 2018

7:00 am Race-Day Expo

8:00 am 5k

9:30 am Tot Trot

10:30 am Expo Closes

- 3,200 runners including 1,800 GOTR girls
- 400 spectators
- 200 volunteers
- 78% women
- Family-friendly
- Race-day expo



“Girls on the Run has helped me understand what it means to be a girl. It was an amazing experience being part of such a spectacular team of girls. I will continue to teach others what I have learned with Girls on the Run and carry it with me for *the rest of my life.*”

- Malia



Additional Opportunities

In-kind Donations:

We rely on many companies to support the 5k – from cash sponsors to in-kind donations. Sponsors donating goods and services receive the same benefits as cash sponsors based on the monetary value of the items donated.

Items need include, but are not limited to:

- Fruit (e.g. bananas, qty 3,000)
- Granola bars (qty 3,000)
- Water (water stops and post 5k refreshments)
- Coach Thank You Gifts (gift cards, bags, etc.)
- Coffee and volunteer breakfast/snacks (qty 300)

SuperStar Donations:

SuperStars are individuals who make a \$100 donation to Girls on the Run in addition to their 5k registration. These donors receive a VIP bag filled with great items from our sponsors.

Can you donate to our exclusive group of 25 SuperStars? Ideas include: running gear, gift cards, spa treatments, books, exercise classes, event tickets, etc. Sponsors donating SuperStar items receive the same benefits as cash sponsors based on the monetary value of the items donated.

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 and more.



Learn More

Girls on the Run
of Atlanta

www.girlsontherunatlanta.org

404.478.6558

Council Director

Lea Rolfes

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Outreach Director

Stuart E. Dougherty

stuart@girlsontherunatlanta.org

Sponsor Benefits

	Presenting Sponsor \$10,000	Girl Power \$5,000	Limitless Potential \$1,000	Star Power \$500	Expo Booth \$250
Investment Impact	Funds three scholarship teams of girls	Program scholarships and 5k for 25 girls	Program scholarships and 5k for five girls	Training, background checks and team shirts for 22 volunteer coaches	Program scholarship for 1 girl plus team shirts for her whole team
Exclusive Naming Rights to 5k	★				
Finisher t-shirt (deadline: TBD)	Logo on FRONT	Logo on Back	Logo on Back	Name on Back	
Logo on Girls on the Run website	★	★	★		
Customized social media post	3	2	1		
Feature in weekly coach & parent email <small>Circulation: 2,000</small>	★				
Logo on race promo emails and social media	★	★			
Company banner at 5k finish line	★	★			
Logo on race posters & postcards <small>(Deadlines: 2.2 postcards; 3.12 posters)</small>	★	★			
Expo Opportunity	★	★	★	★	★
Feature in e-newsletters	2	1			
Company volunteer opportunities at 5k	★	★	★	★	★
Complimentary 5k entries	12	8	4	2	1

“Girls on the Run helped our daughter to **grow and to speak up in a crowd.** We have seen a change in her and we are so proud of her. We can’t wait to see her finish the 5K with her friends who helped her and she helped them in their own special way.” – GOTR Parent



Invest in a Girl

Change the World

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

- | | |
|--|--|
| <input type="checkbox"/> Presenting - \$10,000 | <input type="checkbox"/> Star Power - \$500 |
| <input type="checkbox"/> Girl Power - \$5,000 | <input type="checkbox"/> Expo Booth - \$250 |
| <input type="checkbox"/> Limitless Potential - \$1,000 | <input type="checkbox"/> In-kind donation value: \$_____ |

Company Name: _____

Company Contact: _____

Mailing Address: _____

Email: _____ Phone: _____

Race Day Contact: _____

Email: _____ Cell Phone: _____

-
- We will be at the race-day expo (GOTR will provides one table.)

___ Table only ___ Tent (sponsor provides)

- We will provide 25 _____ for the SuperStar VIP bags.
(due to GOTR by April 20, 2018)

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 no later than 4.10.18 via:

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

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