



2016 Sponsorship Opportunities



Sponsorship Due Dates:
March 15 for Spring Season
September 30 for Fall Season



"I believe in being true to myself and those who love me."

What did Daniella Karns, 10, a student at Little Bennett Elementary School in Clarksburg, learn from Girls on the Run?

"I'm a beautiful, smart, confident girl and nobody has any right to put me down or make me feel ugly or bad about myself," she wrote in an essay on beauty. "...I have a beautiful face, but I also have a beautiful heart because I'm not afraid to stand up to the bullies that are mean to other kids. I have a beautiful heart because I know that giving, it's more rewarding than receiving."



Our Cause

Girls on the Run of Montgomery County is a non-profit charitable organization that offers a life-changing after-school program for girls in grades 3-8. Our curriculum promotes healthy habits and lifelong fitness and wellness.

The 10-week program combines training for a 5K (3.1-mile) run with discussions about drugs, tobacco, bullying, body image, leadership and other issues critical to pre-teen girls. Our efforts help girls—especially those from disadvantaged backgrounds—become physically, mentally and emotionally prepared for the challenges of adolescence and beyond.

Your Effect

Your sponsorship will change the lives of girls in our program and give you valuable visibility to 2,500 girls and their families, 600 coaches, and countless volunteers at a high-traffic venue—the area outside Westfield Montgomery Mall in Bethesda, MD.

For more information, please contact:
Elizabeth McGlynn, Executive Director
Girls on the Run of Montgomery County
(o) 301.881.3801
info@girlsontherunofmoco.org
www.girlsontherunofmoco.org



Logo and financial commitment deadlines:

- **March 15** for Spring Season
- **September 30** for Fall Season

In-kind sponsorships will be considered on a case by case basis.

Sponsor Benefits

	Olympian	Marathoner	Champion	Pacesetter	Sprinter	Runner (5k only)
One and two season options available	\$10,000 (one season) \$17,500 (both seasons)	\$7,500 (one season) \$12,500 (both seasons)	\$5,000 (one season) \$8,500 (both seasons)	\$2,500 (one season) \$4,000 (both seasons)	\$1,000 (one season) \$1,500 (both seasons)	\$500 per season
Official Program Sponsor, 5K Sponsored by "Company Name"						
Logo/Name on 5K Bibs, 5K T-Shirt Front						
Option to Welcome and Address 5K Participants at the Start of the 5K						
Press Release Announcing Partnership						
Logo on Water Bottle for 2,500 Participants						
Name/Logo on Inspirational Race Signs						
Social Media Mentions						
Logo and Company Description on Website Partner Page						
Logo on Back of Program T-Shirts						
Logo on 5K T-Shirt	On Front					
Individual Tent and Table at 5K						
Logo on every issue of newsletter (10x per season), plus 1x spotlight opportunity						
Insert in all Goody Bags for Runners (inserts provided by sponsor)						
Logo on Website 5K Page						
Table in Shared Tent at 5K						
Complimentary 5K Entries	10	8	5	3	2	1



GOTR 5k

“Girls on the Run has taught me a lot and helped me do things I never thought I could do. I didn’t know I could run a 5k in my first year, but I did. I didn’t know I could run 74 miles in 10 weeks my second year, but I did. That’s fearless to me!”

– Girls on the Run participant

Anyone who has been to a Girls on the Run 5k knows that it is unlike any other running event. Accomplishment comes in all flavors, whether our participants run, walk, hop, skip or cartwheel across the finish line!

As the culminating event of the Girls on the Run curriculum—a season of learning about the importance of taking care of our emotional and physical health—the Girls on the Run 5k is a moment in time that beautifully reflects the very essence of the program goals.



Girls on the Run of Montgomery County, MD started with just 87 girls in the spring of 2007. Since then, we have served more than 18,000 girls in 100+ schools throughout Montgomery County.

We mobilize more than 600 volunteers each season to coach and assist at our 5k. We have awarded more than 3,500 need-based scholarships for our program, totaling approximately \$600,000. We have provided hundreds of pairs of running sneakers to girls who wish to participate in our program but do not have the appropriate shoes.

We are grateful to the many corporations, government agencies, foundations and community partners who support us through their investments in the Girls on the Run program.

Girls on the Run invites you to join us in our mission to inspire young girls to be joyful, healthy and confident. Together we create a world where every girl knows and activates her limitless potential and is free to boldly pursue her dreams.



Girls on the Run of Montgomery County, MD is qualified as a charitable organization under Section 501(c)(3) of the Internal Revenue Code. EIN: 20-5531978

5K Host Location
Westfield®
Montgomery