

Girls on the Run

Dallas-Fort Worth Metroplex



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 Dallas-Fort Worth Metroplex serves six counties in the DFW area. In 2016, we served **1200 girls** and hosted **2 celebratory 5k events**. With the help of generous sponsors and donors, we were able to provide financial assistance to **45%** of our program participants who otherwise may not have been able to participate in Girls on the Run.

Our Cause. Your Effect.

Our Cause:

Girls on the Run of the DFW Metroplex is an Independent Council of Girls on the Run International. In 2004, GOTRDFW began in Garland, TX with a single class of nine girls. At the time, there were no existing programs in the Dallas area that addressed the issue of positive self-image while incorporating physical activity. As a result, GOTRDFW rapidly expanded in the greater DFW area. In 2005, GOTRDFW was given nonprofit status as a 501(c)(3). Since its establishment, GOTRDFW has served over 6,000 girls in the Metroplex at schools, recreation, community centers and other settings. The program is noncompetitive, and any girl can participate regardless of athletic ability, and no girl is turned away for economic reasons.

Your Effect:

Your sponsorship will change the lives of the girls in our program and give you visibility to over 1500 girls and their families, along with 400 coaches and countless volunteers and community participants across the DFW Metroplex.

Get inspired at our 5k events—the culminating event of the Girls on the Run season. Crossing the finish line is the defining moment of the 10-week program, when our girls realize that the seemingly impossible IS, in fact, possible. Witness the girls' enthusiasm as they gather, full of anticipation, ready to celebrate their journey. Girls on the Run invites you to join us in our mission to inspire young girls to be joyful, healthy and confident. Together we can create a world where every girl knows and activates her limitless potential and is free to boldly pursue her dreams!

Spring Season and 5K

February 13 – April 28, 2017

Projected: 750 girls and 200 coaches

5k Celebration:

April 29, 2017

Lone Star Park, Grand Prairie

Projected: 1500 participants, 200 volunteers and 300 spectators

Fall Season and 5k

September 11 – November 17, 2017

Projected: 800 girls and 200 coaches

5k Celebration:

November 18, 2017

Fair Park, Dallas

Projected: 1600 participants, 200 volunteers and 300 spectators



Serving Dallas, Collin, Denton, Tarrant, Rockwall and Grayson Counties.

The Finish Line is just the Beginning

Exclusive Presenting Sponsor- only 1 available

\$10,000-One Season

\$15,000-Both Seasons

- Sponsor Category Exclusivity
- Logo inclusion on:
 - Back of season program shirts
 - Front of season 5k shirts
 - 5k race bibs
 - Program and 5k collateral – brochure, flyers, and signage
 - GOTR DFW website/5k registration page with link to sponsor's website
- Mention in all promotional materials -including radio, print, digital, social media (Facebook, Instagram), and all other media releases
- Official presenting sponsor for the Fall and Spring 5k events with the opportunity to:
 - Pass out 5k medals to participants
 - Host a table/booth
 - Provide a start/finish line banner
 - Receive verbal recognition from event stage
 - Provide an item or offer in the 5k race bag
 - Receive 15 complimentary 5k entries

Limitless Potential Sponsor

\$7,500-One Season

\$12,500-Both Seasons

- Logo inclusion on:
 - Back of season program shirts
 - Back of season 5k shirts
 - 5k collateral including event signage
 - GOTR DFW website/5k registration page with link to sponsor's website
- Mention in all promotional materials
- Recognition at the 5k with the opportunity to:
 - Host a table/booth
 - Receive verbal recognition from event stage
 - Provide an item or offer in the 5k race bag
 - Receive 6 complimentary 5k entries

The Finish Line is just the *Beginning*

Energy Award Sponsor

\$5,000-One Season

\$8,500-Both Seasons

- Company name included on:
 - Back of season program shirts
 - Back of season 5k shirts
 - 5k collateral including event signage
 - 5k registration webpage with link to sponsor's website
- Mention in all promotional materials
- Recognition at the 5k with the opportunity to:
 - Host a table/booth
 - Receive verbal recognition from event stage
 - Provide an item or offer in the 5k race bag
 - Receive 5 complimentary 5k entries

Girl Power Sponsor

\$2,500--One Season

\$4,000--Both Seasons

- Company name included on:
 - Back of season 5k shirts
 - 5k collateral including event signage
 - 5k registration webpage with link to sponsor's website
- Recognition at the 5k with the opportunity to:
 - Host a table/booth
 - Receive verbal recognition from event stage
 - Provide an item or offer in the 5k race bag
 - Receive 4 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*

Star Power Sponsor

\$1,000--One Season

\$1,500--Both Seasons

- Company name included on:
 - Back of season 5k shirts
 - 5k collateral including event signage
 - 5k registration webpage with link to sponsor's website
- Recognition at the 5k with the opportunity to:
 - Host a table/booth
 - Provide an item or offer in the 5k race bag
 - Receive 2 complimentary 5k entries

Race Vendor-\$500

One Season

- Company name included on:
 - 5k collateral including event signage
- Recognition at the 5k with the opportunity to:
 - Host a table/booth
 - Receive verbal recognition from event stage
 - Provide an item or offer in the 5k race bag

Mile Marker Sponsor-\$250 – Only three available

One Season

- Company name included on:
 - 5k collateral including event signage
- Recognition at the 5k with the opportunity to:
 - Company name at one of three mile markers on the course route
 - Receive verbal recognition from event stage
 - Provide an item or offer in the 5k race bag

Sponsor Benefits

	Exclusive Presenting	Limitless Potential	Energy Award	Girl Power	Star Power
One and Two Season Options Available	\$15,000 (both seasons) \$10,000 (one season)	\$12,500 (both seasons) \$7,500 (one season)	\$8,500 (both seasons) \$5,000 (one season)	\$4,000 (both seasons) \$2,500 (one season)	\$1,500 (both seasons) \$1,000 (one season)
Exclusive 5k presenting sponsor; top billing on 5k advertising and materials	★				
Pass out 5k medals to participants	★				
Logo on 5k bib	★				
Mention in all promotional materials	★	★	★		
Table/booth at 5k	★	★	★	★	★
Banner at 5k	Start & Finish				
Verbal recognition at 5k	★	★	★	★	
Recognition on 5k signage	Prominent Logo	Logo	Logo	Name	Name
Presence on 5k t-shirt	Prominent Logo Front of Shirt	Prominent Logo Back of Shirt	Logo Back of Shirt	Name Back of Shirt	Name Back of Shirt
Link on 5k registration page	Prominent Logo	Logo	Logo	Name	Name
Item in 5k event bag	★	★	★	★	★
Complimentary 5k entries	15	6	5	4	2

"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 DFW Metroplex as a sponsor:

Both Seasons	One Season
<input type="checkbox"/> Exclusive Presenting Sponsor - \$15,000 <input type="checkbox"/> Limitless Potential Sponsor - \$12,500 <input type="checkbox"/> Energy Award Sponsor - \$8,500 <input type="checkbox"/> Girl Power-\$4,000 <input type="checkbox"/> Star Power Sponsor - \$1,500	<input type="checkbox"/> Exclusive Presenting Sponsor - \$10,000 <input type="checkbox"/> Limitless Potential Sponsor - \$7,500 <input type="checkbox"/> Energy Award Sponsor - \$5,000 <input type="checkbox"/> Girl Power-\$2,500 <input type="checkbox"/> Star Power Sponsor - \$1,000 <input type="checkbox"/> Race Vendor Sponsor - \$500 <input type="checkbox"/> Mile Marker Sponsor - \$250

Commitment Deadline- March 31st for Spring Season and October 18th for Fall Season

I would like to make a one-time gift to Girls on the Run DFW Metroplex:

- Supports one girl for a season - \$150
- Provides snacks and water for a team of girls - \$250
- Provides shoes for an entire team of girls - \$500
- Supports an entire team of girls at a Title I school - \$3,000
- Provides one team with warm running attire and 5k running buddies - \$1,000

Payment Method:

- My **CHECK** is made payable to **Girls on the Run DFW Metroplex**
- 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:

Laurie Johnson, Executive Director

You may submit the form via **email: laurie@gotrdfw.org**

Or **mail:** 17130 Dallas Parkway, Suite 170, Dallas, TX 75248

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 DFW 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 GOTR DFW. Register Today at www.gotrdfw.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
DFW Metroplex**

www.gotrdfw.org
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