

We all belong at the

finish line



**GIRLS ON THE RUN**  
**SOUTH CENTRAL WISCONSIN**  
2023 Sponsorship Opportunities  
Spring and Fall Seasons

# About so much more than running

## What is Girls on the Run?

Girls on the Run, a 501(c)3 nonprofit, is physical activity-based positive youth development program designed to enhance girls' social, psychological, and physical skills and behaviors to successfully navigate life experiences.

Our unique, research-backed multi-week curriculum includes lessons that help girls improve their competence, confidence, caring, character, connection with others and contributions to community. Each fall and spring season concludes in a celebratory 5K celebration where we recognize a host of community sponsors.

Sponsorship investments from local businesses are instrumental to bringing these transformational programs to nearly 2,000 girls and families each year. They help provide financial aid and ensure our programs remain accessible, inclusive, and that no girl is turned away based on ability to pay.

Girls on the Run South Central Wisconsin serves youth, communities, and families in Columbia, Dane, Dodge, Green, Iowa, Jefferson, Rock, and Sauk Counties.



"At first, I just thought I was going to do it because of the running, but it is so much more. You get to learn so many life skills that I still use today. Girls on the Run gave me self-confidence to accomplish things that might be hard in my life and taught me to be brave and strong."

*-Addyson, participant*

## A glimpse of sponsor impact on the lives of girls

1,850

Girls, youth and families served in 2022

97%

say they learned critical life skills and that they feel like they belong\*

799

received financial aid to meet need in 2022

17,000

served in Dane and the surrounding seven counties since 2005

40%

increased their overall physical activity after completion of the program\*

\*Results based on a 2016 independent study conducted by Positive Youth Development expert Maureen R. Weiss, Ph.D.



# 2023 Sponsorship Packages

	Marathon 	Sprinter	Racer	Pacer	Runner
One Season	\$10,000	\$5,000	\$2,500	\$1,500	\$500
Exclusive "Presenting Sponsor" naming rights, privileges, & messages					
Newsletter feature, video clip, VIP role at start & finish lines*					
Booth, a GOTR lunch and learn for clients or employees, and custom naming right**					
Custom content in digital or physical swag bags***					
Logo on 5K signage (approx. 3K) <del>&amp; t-shirts</del> (t-shirts full as of 9/21)					Name Listing
Linked logo on website, social media shout out					
Complimentary 5K entries	5	4	3	2	1

\*Examples include: emcee or speaking opportunity and medal distribution

\*\*Available on a first-come, first-serve basis: Smile cam, water station, bibs, mile marker signage, cheering station, etc.

\*\*\*Examples include but aren't limited to: Digital ads, product giveaways, stories, coupons, cross-promotional content

# Marketing Reach & Promotions

⇒ 5,300 ⇐

Followers across  
Facebook, Instagram,  
Twitter and LinkedIn

⇒ 3,000 ⇐

Youth, families and  
community members  
expected at the Fall 5K

Columbia  
Dane  
Dodge  
Green  
Iowa  
Jefferson  
Rock  
and Sauk Counties

⇒ 5,000 ⇐

Youth, families, and  
community members  
expected at the Spring 5K

Girls  
Youth  
Families  
Running Buddies  
Schools  
Donors  
Coaches

⇒ 4,000 ⇐

Additional subscribers  
on monthly newsletter  
communications



# 2023 Sponsorship Signup

## A message from Christine



"Sponsors like you unleash limitless potential. Giving back through Girls on the Run helps local youth become braver, bolder, and better equipped to achieve their dreams. We welcome the chance to partner with you to make a difference in our community."

*-Christine Benedict, Executive Director*

## Invest in girls and youth today.

Bundle and save. Inquire with us about a discount when you sponsor both Spring and Fall 5Ks.

Maximize your investment. Sign up early to receive the full marketing value of your sponsorship.

Contact Mary, information below, to become a sponsor today, or to learn more about custom sponsorships and add-on benefits like these:

- Employee volunteer opportunities
- A lunch and learn hosted for your customers or employees
- Hosting a water or cheer station
- Custom naming rights
- A matching gift in your workplace giving program

Payment can be made online at [www.girlsontherunscwi.org](http://www.girlsontherunscwi.org), by check, or credit card over the phone. We welcome a chance to partner with you!

**Thank you for helping girls and youth find their joy, health, and confidence!**

Contact Mary Salisbury, Director of Philanthropy  
[mary.salisbury@girlsontherun.org](mailto:mary.salisbury@girlsontherun.org) | 608-352-0038

