# We all belong at the finish line

## GIRLS ON THE RUN SOUTH CENTRAL WISCONSIN

2023 Sponsorship Opportunities

# 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.

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 Levels

| | Marathoner | Sprinter | Racer | Pacer | Runner |
|---|---|---|---|---|---|
| One Season | $10,000 | $5,000 | $2,500 | $1,500 | $500 |
| Exclusive Presenting Sponsor Naming Rights & Special Benefits | ✓ | | | | |
| VIP Role at Start & Finish Lines* | ✓ | ✓ | | | |
| Custom Naming Right Opportunity** | ✓ | ✓ | ✓ | | |
| Custom Content in Newsletters & in Digital or Physical Swag*** | ✓ | ✓ | ✓ | | |
| Booth at 5K | ✓ | ✓ | ✓ | ✓ | |
| Logo on 5K Signage & Program T-Shirts | ✓ | ✓ | ✓ | ✓ | Name Listing |
| Linked Logo on Website | ✓ | ✓ | ✓ | ✓ | Name Listing |
| Social Media Shoutout | ✓ | ✓ | ✓ | ✓ | ✓ |
| Complimentary 5K Entries | 5 | 4 | 3 | 2 | 1 |

*Examples include: speaking opportunities and medal distribution
**Available on a first-come, first-serve basis: Smile cam, water station, bibs, mile marker signage, cheering station
***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

Girls
Youth
Families
Running Buddies
Schools
Donors
Coaches

**5,000**
Youth, families, and community members expected at the Spring 5K

**4,000**
Additional subscribers on monthly newsletter communications

Girls on the Run is a 501(c)3 nonprofit with Gold Seal transparency from Guidestar | EIN 11-3732108

# 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*

## Become a sponsor today.

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

Maximize your investment. Sign up by March 15th 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
- A matching gift in your workplace giving program

Payment can be made online at 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 | 608-352-0038