

Girls on the Run

South Central Wisconsin



SPONSORSHIP OPPORTUNITIES



**GET INVOLVED.
TRANSFORM LIVES.**

When you partner with us, you make it possible for more girls to unlock their power and potential.

WHO WE ARE



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.

We honor our Core Values:

- Recognize our power and responsibility to be intentional in our decision making
- Embrace our differences and find strength in our connectedness
- Express joy, optimism and gratitude through our words, thoughts and actions
- Nurture our physical, emotional and spiritual health
- Lead with an open heart and assume positive intent
- Stand up for ourselves and others

We take pride in our progress:

- Girls on the Run South Central Wisconsin has supported girls in the community for 19 years!
- Over 20,000 girls and youth served locally since 2005
- Our council covers 8 counties and 25 school districts
- We host approximately 130 teams each year!

COACHES SAY

"From the girls I coach, I have learned a little bit more about myself and a whole lot about the power we have as adults to encourage and motivate the next generation."

-GOTR COACH

FROM CHRISTINE



Dear Community Partner,

Thank you for making wonderful things happen in our community! You make a tangible difference in the lives of people in South Central Wisconsin.

Research shows that girls confidence starts to drop as early as age nine. Since the pandemic, that's gotten worse. But Girls on the Run is working to change that - in partnership with people like you.

We nurture the joy, health, and confidence of over 2,200 local youth and their families a year across 9 counties and 25 school districts. Nearly half access us through financial aid and free programming made possible by you. Thank you!

Keep Shining,
Christine Benedict, Executive Director



Why Girls on the Run?

- Proven results from evidence-based research
- Establishes a life-long appreciation for health and wellness
- Fosters healthy relationships
- Strengthens self confidence and self-respect
- 85% improved their confidence, caring, competence, character and connection to others
- 97% felt like they belonged
- 94% of parents said it was a valuable experience for their girl

PARENTS SAY

"My daughter found something she can be really good at and that is making her feel very special. What a gift - thank you so much!"

-GOTR PARENT

THE IMPACT OF YOUR INVESTMENT

The intangible benefits of your gift

WE ASKED PARTICIPANTS

"What did you learn from Girls on the Run?"



"How to stand up for myself and others."

"I learned not to be a bully and to eat healthy and to try my best."

"I learned how to express my feelings in a kind way."

"How to be part of a team."

"How to stop gossip before it starts."

"Be encouraging to others and be respectful to others."

"To help my community."

"That I don't have to change who I am for people to like me."

"That there is greatness in every girl."




































PRINCIPALS SAY

"Girls on the Run is an excellent program that allows girls to become physically active while learning to have confidence and develop character."

-GOTR PRINCIPAL

SPONSOR OUR 5K CELEBRATION

5K Recognition Chart

	SOLD Presenting	Limitless Potential	Caring Coach	Girl Power	Happy Pace
Per Season / 5K	\$10,000	\$5,000	\$3,000	\$1,500	\$500
Exclusive 5K presenting rights including media mentions					
VIP speaking role at start or finish line					
Guest blog and video clip to target audience					
Verbal recognition from the podium					
Naming rights or co-branding opportunity (<u>more information available by request</u>)					
Booth or table space at 5K					
Promotional insert in 5K bags (sponsor provides)					
Logo across all event promotions including 3,000 program shirts (<u>logo needed 60 days prior</u>)					Name listing
Tagged social media post					
Linked logo on website					
Comp 5K entries	5	4	3	2	1

5K MARKETING REACH



Exposure and Target Markets

- Coaches, moms, families, participants, and schools
- Reach extends to 8 counties including Columbia, Dane, Dodge, Green, Iowa, Jefferson, Rock, and Sauk
- 5,000 attendees at Spring 5K
- 3,000 attendees at Fall 5K
- 5,300 followers across Facebook, Instagram, X, and LinkedIn
- 4,000 additional subscribers on monthly eNews
- Promotional assets include banners, segmented eNews, social media, website, and more

Trusted Brand Partner

- Only national positive youth development program for girls with external evidence of impact
- Exposure to target market – coaches, moms, families, participants
- Proven success with cause campaigns and corporate partnerships
- Meaningful employee engagement opportunities
- Local presence with national brand recognition
- Passionate supporters and loyal brand ambassadors
- Positive, community-minded, and inspirational messaging
- Impactful mission and strong reputation within the community



5K Celebration Dates 2024 Year

Spring 5K June 1 at Verona Area High School
Fall 5K November 9 at Waunakee Village Center

COACHES SAY

"From the girls I coach, I have learned a little bit more about myself and a whole lot about the power we have as adults to encourage and motivate the next generation."

-GOTR COACH

READY TO EMPOWER?



Every girl deserves the chance to cross the finish line.

YES! I want to support the mission of inspiring girls to be joyful, healthy and confident!
I want to help create a world where every girls knows and activates her limitless potential and is free to boldly pursue her dreams.

Your Name: _____

Company Name: _____

Street Address: _____ City: _____

State: _____ Zip Code: _____ Phone Number: _____

Email Address: _____

Your tax-deductible contribution to Girls on the Run South Central Wisconsin is very much appreciated. All proceeds help to provide life-changing experiences for girls in our local communities.

Please select a sponsorship level:

Naming rights
preference if
applicable:

☐ Limitless Potential (\$5,000)

☐ Caring Coach (\$3,000)

☐ Girl Power (\$1,500)

☐ Happy Pace (\$500)

☐ Other _____

I do not wish to be an official sponsor, but please accept my donation of \$

To sign up, contact Director of Philanthropy Mary Salisbury listed below,
or register online, or by completing this form and returning it to:

Girls on the Run South Central Wisconsin
901 Deming Way, Suite 11
Madison, WI 53717

Online: www.pinwheel.us/donate/Sponsor
Email: mary.salisbury@girlsontherun.org
Phone: 608-831-4687

We will follow-up to secure your logo.

