

# Girls on the Run

South Central Wisconsin



## 2026 SPONSORSHIP OPPORTUNITIES



### SAVE THE DATES

5.30 - Spring 5K Verona  
11.7 - Fall 5K Waunakee

### GET INVOLVED. TRANSFORM LIVES.

When you sponsor Girls on the Run, you make it possible for more girls to unlock their power and potential.

## WHO WE ARE



### Dear Community Partner,

With you, Girls on the Run is on a mission to help girls be joyful, healthy, and confident, using a fun, experience-based curriculum that creatively integrates running. We envision a world where every girl knows and activates her limitless potential and is free to boldly pursue her dreams.

Our council has supported youth and families in our community for 20 years--over 25,000 youth since 2005. Our territory includes 11 counties and 25+ school districts. This impact is led by community partners like you. Thank you for investing in the next generation and Girls on the Run!

Keep Shining,  
Christine Benedict  
Executive Director



## YOUR IMPACT



Your support helps Girls on the Run create welcoming spaces where young people can build confidence, friendships, and a sense of belonging. Sponsorship dollars make our program possible, which is thoughtfully designed to support the unique needs of today's girls.

Participants meet after school in small teams for eight weeks, guided by caring coaches who foster an inclusive, encouraging environment. Sponsor support ensures that nearly 2,000 youth are able to participate each year by quietly removing financial barriers—making the program accessible to all, including the 40% of participants who receive financial assistance.



Lifelong habits of health and wellness

Ability to stand up for themselves  
and others

Healthy relationships

Independent thinking and intentional  
decision-making

97% of girls learn valuable life skills

97% of girls say they feel like they belong

# SPONSORSHIPS HELP YOUR BUSINESS SHINE



Opportunity to authentically showcase a commitment to empowering women, girls, and families to be active, happy, and healthy!



Meaningful employee engagement opportunities!

Exposure leading to new customer acquisition and deepening existing customer relationship!

Visibility as a company that cares, driving sales and customer loyalty!

## VISIBILITY WITH PURPOSE

- Trusted local partner with national recognition
- Direct access to coaches, families, schools, and participants
- Proven success with cause marketing and partnerships
- Reach across 11 south-central Wisconsin counties
- 3,000–5,000 attendees per 5K event
- 5,300 social followers + 10,000 eNews subscribers
- Promotional assets: banners, eNews, social media, website, t-shirts
- Passionate supporters and loyal brand ambassadors
- Positive, community-focused messaging with a strong mission and impact



## EMPLOYEES SAY

"As a Fleet Feet employee, I am proud of the brand-wide focus on giving back to our communities and believe that we inspire others to serve by leading the way! I believe in the mission of Girls on the Run!"



# SPONSORSHIP LEVELS



## Presenting — \$12,500



Includes all benefits of the \$7,500 level, plus:

- Exclusive presenting sponsorship of the 5K event
- Opportunity to provide a video message shared with all 5K participants
- Guest blog series for hundreds of area families during the season
- 10 complimentary 5K registrations



## Mountain Mover— \$7,500



Includes all benefits of \$5,000 level, plus:

- Naming rights to a premium event feature (e.g., finish line, cheer zone, or hydration station)\*
- Featured recognition in 5K eNews to a 4,000+ person mailing list
- 9 complimentary 5K registrations

## Bold Heart — \$5,000



Includes all benefits of \$3,000 level, plus:

- Naming rights and/or co-branding to a key functional area (see additional handout)\*
- VIP speaking role at the starting line to an audience of 3,000+
- Personalized sponsor message to 300 season coaches
- 8 complimentary 5K registrations

\*Please see our handout on naming rights and co-branding opportunities for more information on this special, high visibility benefit.



# SPONSORSHIP LEVELS - CONTINUED



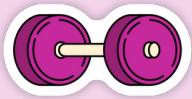
## Magic Maker — \$3,000



Includes all benefits of the \$1,500 level, plus:

- Featured blog post highlighting your sponsorship to a 10,000-person distribution list
- Group volunteer opportunity for your team (date/time chosen by sponsor)
- Premium placement of a corporate booth at the 5K Celebration
- 6 complimentary 5K registrations

## Girl Power — \$1,500



Includes all benefits of the \$500 level, plus:

- Corporate booth at the 5K Celebration
- Insert in 5K swag bags (sponsor provided)
- Verbal recognition from the podium to an audience of 3,000+
- Logo level recognition across all promotions, including 3,000+ t-shirts
- 4 complimentary 5K registrations

## Happy Pace — \$500



- Name listing across all event promotions, including 3,000+ t-shirts
- Linked logo on the Girls on the Run website
- Tagged social media post across multiple channels
- 2 complimentary 5K registrations

## Or Create Your Own!



We welcome the chance to work with your budget and identify the benefits most meaningful to you.



# 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/s:

Please indicate season/s:

- ☐ Mountain Mover (\$7,500)\*
- ☐ Bold Heart (\$5,000)\*
- ☐ Magic Maker (\$3,000)
- ☐ Girl Power (\$1,500)
- ☐ Happy Pace (\$500)
- ☐ Create my own \_\_\_\_\_

\_\_\_\_\_

\*If applicable, please indicate your top 1-2 choices regarding naming rights / co-branding:

\_\_\_\_\_

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

To sign up or learn more, contact **Director of Philanthropy Mary Salisbury**, register online, or complete this form and return it to:



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

Online: [www.pinwheel.us/donate/Sponsor2026](http://www.pinwheel.us/donate/Sponsor2026)  
Email: [mary.salisbury@girlsontherun.org](mailto:mary.salisbury@girlsontherun.org)  
Phone: 608-831-4687



We will follow-up to secure your logo and fulfill your benefits!