

Girls on the Run of the Greater Chesapeake



*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 that teaches social, emotional and physical well-being.

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 of the Greater Chesapeake 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, community 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.**

What You Can Do

By investing in GOTRGC girls, you're investing in their dreams. You're helping them realize that their potential truly is **limitless**. As a sponsor, you provide ACCESS for more girls to participate in the program, gain key exposure to your market, and show the community your passion for making an impact.



The Finish Line is just the Beginning

5K Presenting Sponsor - \$10,000

(Sponsors four (2) scholarships teams for a year)

- **Exclusive** 'Presenting Sponsor' recognition in all 5K materials
- Industry exclusivity
- Recognition on council website and in all 5K print, digital, social media, and press releases
- Ability to speak to 5K audience prior to start
- Company banner at start / finish lines
- Logo on back of t-shirt
- Complimentary table / tent at 5K
- Social media posts leading up to 5K event (4x)
- 4 complimentary race entries

Girl Power Sponsor - \$5,000

(Sponsors an entire scholarship team for a year)

3 AVAILABLE (one for each mile)

- Inspiration signage along one mile of the course (includes 2 yard signs with company logo)
- Logo on back of t-shirts and on council website
- Complimentary table at 5K
- Social media posts leading up to 5K event (2x)
- 2 complimentary 5K entries

Customizable Sponsorships Available!



"If you are a girl who is bad at making friends and you sit alone each day.... that was me. I was the person out of the crowd. Then, I joined Girls on the Run. IT CHANGED MY LIFE! Now I have people who understand me. I love my life because of GOTR."

-Colleen, age 9



The Finish Line is just the Beginning

Water Station Sponsor - \$3,000

(Sponsors an entire team for a season, plus provides coach kits & materials for ten teams)

1 AVAILABLE

- Signage at the water station (includes 1 sign) and the opportunity to include employees to volunteer handing out water and encourage participants
- Inclusion on sponsor 5K event signage
- Social media posts leading up to the 5K event (2x)
- 2 complimentary 5K entries



Bling Your Bib - \$2,500

(Sponsors an entire scholarship team for a season)

1 AVAILABLE

- "Bling Your Bib" presented by your company name in the race village (includes 1 sign) and on council website
- Opportunity to staff volunteers at the bling your bib station during pre-race fun
- Inclusion on sponsor 5K event signage
- Social media posts leading up to the 5K (2x)
- 2 complimentary 5K entries



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The Finish Line is just the Beginning

Happy Hair Sponsor- \$2,000

(provides scholarships for 12 girls plus t-shirts for one team)

2 AVAILABLE

- "Happy Hair" presented by your company name in the race village (includes 1 sign) and on council website
- Opportunity to staff volunteers at the happy hair station during pre-race fun
- Inclusion on sponsor 5K event signage
- Social media posts leading up to the 5K (2x)
- 1 complimentary 5K entry



"Girls on the Run helped me gain self-confidence so now I tell myself 'I can do it!' when times get tough."

-Hannah, age 9

Slap Bracelet Sponsor - \$2,000

(provides scholarships for 12 girls plus t-shirts for one team)

2 AVAILABLE

- "Slap Bracelet" presented by your company name in the race village (includes 1 sign) and on council website
- Opportunity to staff volunteers at the Slap Bracelet station during pre-race fun
- Inclusion on sponsor 5K event signage
- Social media posts leading up to the 5K (2x)
- 1 complimentary 5K entry



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The Finish Line is just the Beginning

Energy Award Sponsor - \$1,500

(provides access for 6 girls & coach kit supplies for 10 teams)

3 AVAILABLE

- Logo on council website
- Inclusion on sponsor 5K event signage
- Complimentary table at 5K
- Social media posts leading up to the 5K (2x)



Star Power Sponsor - \$1,000

(provides access for 6 girls, plus medals for an entire team)

2 AVAILABLE

- Complimentary table at 5K
- Ability to distribute promotional flyers/coupons to 5K attendees
- Inclusion on Sponsor 5K event signage

"At Girls on the Run, I learned how to be myself and not let others define me. "

-Lena, GOTR Participant

5K Running Buddy Bib Sponsor - \$500

(provides access for 16 caregivers from scholarship teams to run with their girls)

4 AVAILABLE

- Logo on council website
- Inclusion on Sponsor 5K event signage



Customizable Sponsorships Available!

Additional Opportunities

Employee Engagement Opportunities:

- **Motivate Girls at the 5K:** Host a cheer team or other group volunteer opportunity at the 5K.
- **Coach a Team:** Coaches are the heart of our program! Lead and assistant coaches are needed at teams across Baltimore City and County and Anne Arundel, Calvert, Talbot and Queen Anne's counties. Training is provided.
- **Become a SoleMate:** SoleMates are charity athletes who enjoy pursuing individual athletic goals, such as completing an endurance event, while raising money for GOTRGC girls. Learn more at www.gotrchesapeake.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 GOTRGC or donate money for employee volunteer time with GOTRGC.

Board Positions: Individuals wanting to share their leadership, time and talents with GOTRGC can apply for positions on the Board of Directors. Applications are accepted on a rolling basis.

Discount 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 of the
Greater Chesapeake**

www.gotrchesapeake.org

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Program Sponsorship

GOTRGC wants to ensure that ALL girls who want to participate are able to do so regardless of family income or circumstance. Therefore, we partner with corporations, individuals and community members to offer nearly 50% of girls with financial assistance so that they are able to become Girls on the Run in our community.

Program Sponsorship Overview

A program sponsorship costs \$2,500 which funds the program fee for a scholarship team, the girls' 5K entries, medals, t-shirts, water bottles, coach kits and coach training. The corporate sponsor is able to attend practices with the team as often as their schedules allow during the fall or spring season. GOTRGC teams practice twice a week for 10 weeks after-school for 75-90 minutes. Corporate volunteers are helping the coaches, handing out activity sheets, participating in lessons and running laps with the girls if they like. **The program sponsor will receive:**

- The opportunity to select a partner team with GOTRGC staff recommendations based on location / time / sites for that season
- The opportunity to participate in lessons during the 10-week season
- A volunteer opportunity for employees to see the curriculum up close
- Thank-you card / photo from their team
- Two complimentary entries to the 5K
- The opportunity to cheer on or run alongside their team at the season-ending, celebratory 5K



Learn More

If you're interested in becoming a program sponsor, please reach out to Kelly Makimaa.

Kelly.makimaa@girlsontherun.org.