



Kickin' Up Kindness



Landis Valley Farms - October 14, 2022

www.gotrlancaster.org



Join Girls on the Run of Lancaster & Lebanon on Friday, October 14th, as we bring together local businesses and philanthropic leaders for an unforgettable evening to support the next generation of women. We hope you will consider partnering with us as we work to inspire girls to activate their limitless potential and boldly pursue their dreams.

As a sponsor, you will have the opportunity to:

- Transform the lives of girls in our community through innovative, research-based programs that provide the vital skills girls need to grow into confident, healthy women.
- Align your brand with a leading positive youth development program for girls.
- Connect with Lancaster and Lebanon's up-and-coming and established business leaders, philanthropists, and influencers.



WHO WE ARE

In Fall 2009 GOTR of Lancaster kicked off as a dream of a few local leaders who wanted to make this program available to their daughters and all girls across Lancaster County. Today, twelve years later and with significant support from thousands in our community, we will have positively impacted over 18,000 girls. Girls know they are powerful, smart, strong, empathetic, leaders, resilient, and can change this world, GOTR of Lancaster & Lebanon gives them the tools to do so!

We believe that every girl can embrace who she is, can define who she wants to be, can rise to any challenge, can change the world. **CAN!**

A recent independent study found that Girls on the Run's research-based curriculum and highly trained coaches positively impact girls' lives by helping them increase their self-confidence, develop healthy relationships, and feel good about themselves.

- 85% of girls improved in confidence, competence, caring, character, or connection to others
- Girls who were least active at the start of the program increased their physical activity levels by more than 40%
- 97% of girls reported learning critical life skills, such as how to resolve conflict, manage their emotions, and make intentional decisions



EVENT MARKETING REACH

Kickin' Up Kindness will be marketed by GOTR of Lancaster & Lebanon via email, social media platforms, and our website.

- The website receives more than 32,000 unique clicks annually.
- Event sponsor logos are featured on the event landing page, with a link to the company's website.

Social Media Outreach

Facebook (4,837+)

Twitter (434+)

Instagram (1510+)



Event sponsors are acknowledged across all social media platforms.

“Girls on the Run is awesome because it inspires many girls to not give up and to keep trying and that because we’re girls, we can manage to reach our dreams, no matter what they are.”

Claire - GOTR participant



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PRESENTING SPONSOR - \$7,500

Program Impact:

- Empowers 57 girls in Lancaster & Lebanon communities

Event Engagement:

- Exclusive acknowledgment as the Presenting Sponsor
 - Confident Level Program Sponsor for two seasons (see program benefits below)
 - Logo on the event landing page, signage, bid paddles & electronic invitations
 - Opportunity to speak at the event
 - Event Exclusivity Rights within your business industry
 - Logo on your complimentary reserved table for eight
 - Recognition on social media platforms
-

SUPERSTAR SPONSOR - \$5,500

Program Impact:

- Empowers 31 girls in Lancaster & Lebanon communities

Event Engagement:

- Empowered Level Program Sponsor for two seasons (see program benefits below)
 - Logo on the event landing page, signage, & electronic invitations
 - Logo on your complimentary reserved table for eight
 - Recognition on social media platforms
-

POWER SPONSOR - \$2,500

Program Impact:

- Empowers 11 girls in Lancaster & Lebanon communities

Event Engagement:

- Logo on the event landing page and signage
 - Logo on your complimentary reserved table for eight
 - Recognition on social media platforms
-

FRIENDLY TABLE SPONSOR - \$1,000

Program Impact:

- Empowers 3 girls in Lancaster & Lebanon communities

Event Engagement:

- Logo on event signage
- Logo on your complimentary reserved table for eight

