



# 2022 SPONSORSHIP OPPORTUNITIES

Your partnership includes two seasons

## IMPACT OF CONTRIBUTION

**Fully fund three teams located in underserved communities**

- Company logo on the back of program shirts
- Company logo on the back of 5K event shirts
- Company logo placed near the finish line of 5K events
- Digital partnership highlight profile shared each season
- Company logo included on season and 5K eBlasts and GOTR website
- Recognition on GOTR Lancaster social media ( 6,500+ followers)
- Opportunity to place marketing materials in mid-season and/or 5K bags
- A table in Sponsor Village during 5K events
- Logo on signs along 5K course
- Thank you announcement made at 5K events
- Eight complimentary race registrations per 5K event

## LEVEL OF CONTRIBUTION

**CONFIDENT \$7,500**

**Provide scholarships for 30 future GOTR girls**

- Company logo on the back of 5K event shirts
- Company logo placed near the finish line of 5K event
- Company logo included on monthly eBlasts and GOTR website
- Recognition on GOTR Lancaster social media ( 6,500+ followers)
- Opportunity to place marketing materials in mid-season and /or 5K bags
- A table in Sponsor Village during 5K events
- Logo on signs along 5K course during 5K events
- Thank you announcement made at 5K events
- Six complimentary race registrations per 5K event

**EMPOWERED \$5,000**

**Cover site usage fees for our teams each season**

- Company logo included on 5K event eBlasts and GOTR website
- Recognition on GOTR Lancaster social media ( 6,500+ followers)
- A table in Sponsor Village during 5K events
- Logo on signs along 5K course during 5K events
- Four complimentary race registrations per 5K event

**OPEN-HEARTED \$2,500**

**Provide finish line medals for 400 girls**

- Company logo included on GOTR website
- Recognition on GOTR Lancaster social media ( 6,500+ followers)
- Logo on signs along 5K course during 5K event
- Two complimentary race registrations per 5K event

**HEALTHY \$1,500**

## SOCIAL MEDIA REACH



4,672

FOLLOWERS



1,509

FOLLOWERS



439

FOLLOWERS



SCAN QR CODE TO LEARN MORE



EMAIL SUBSCRIBERS - 12,000 PLUS

ALL PROGRAM AND 5K REGISTRATION PAGES ARE HOSTED ON WWW.GOTRLANCASTER.ORG

# YOUR POTENTIAL EXPOSURE & IMPACT

Email Subscribers: **12,000 plus**

Coaches: **400 plus per year**

Friends, Family, Supporters: **5,000 plus per year**

Event Volunteers: **300 plus per year**

Program Participants: **1,300 plus per year**



**Since 2009, GOTR of Lancaster & Lebanon provided financial assistance to over 53% of our program participants who otherwise may not have been able to participate in Girls on the Run.**

Our actual cost of \$350 per participant includes curriculum books, coach training, staff support, t-shirt for the coaches and girls, coach background checks, school facility fees, insurance, GOTR International fees, CPR and First Aid training.

**\$350**  
actual cost  
per girl



We are dedicated to ensuring that every girl has an opportunity to participate, regardless of her ability to pay. Program fees are collected using a sliding scale, based on household income.

**\$10 - \$175**  
registration  
fees per girl



**\$175- \$340**  
funding gap



GOTR relies on fundraising revenue to make up the funding gap. This revenue comes from sponsorships, donations, events, & grants.