



# 2022 GIRLS ON THE RUN PARTNERSHIP OPPORTUNITIES







ABOUT SO

MUCH MORE

THAN

RUNNING

**GIRLS ON THE RUN HAS SERVED OVER 3,300 GIRLS, 30 SCHOOLS, AND 6 COMMUNITY SITES ACROSS NORTHEAST WISCONSIN SINCE 2012.**

When you partner with Girls on the Run, you are telling your community that girls can make a difference, ignite change and be part of the solution. Help create a world where every girl knows and activates her limitless potential. Each sponsorship opportunity offers unique benefits and all sponsorships support our mission.

## OUR VISION

We envision a world where every girl knows and activates her limitless potential and is free to boldly pursue her dreams.

## WHAT WE DO

- Girls on the Run of Northeast Wisconsin is a 501(c)3 non-profit organization offering 3 life-changing, after-school programs for girls in 3rd-8th grade: Girls on the Run, Heart & Sole, and Camp GOTR.
- With caring, trained coaches at the helm, our programs use physical activities as a platform for teaching life skills and promoting holistic health outcomes for girls.



Grades 3-5



Grades 6-8



for Rising 3rd-5th Graders

## WHY IT MATTERS

**IT'S FUN. IT'S EFFECTIVE.**

- Participating in Girls on the Run transforms girls' lives by helping them increase their self-confidence, develop healthy relationships and feel good about themselves, inside and out.
- Girls who were the least active at the start of the program increased their physical activity by more than 40%.\*
- 97% of participants said they learned critical skills to manage emotions, resolve conflict, help others or make intentional decisions.\*
- Girls on the Run was 1 of 3 after school programs recognized by Harvard University as a leader in social emotional learning.

\*Results based on a 2016 independent study conducted by Positive Youth Development expert Maureen R. Weiss, Ph.D.

**CONNECT WITH US TODAY!**

[www.girlsontherunnew.org](http://www.girlsontherunnew.org) | [hope.schaefer@girlsontherun.org](mailto:hope.schaefer@girlsontherun.org) | [@gotrnew](https://www.instagram.com/gotrnew)

# PARTNERSHIP REACH



## OUR CURRENT AUDIENCE

Email Subscribers: 2,300+

Social Media:

- Instagram 300+
- Twitter 100+
- Facebook 2,100+

Volunteer Coaches: over 200+ per year

Friends, Family, Spectators, Supporters: over 1,300+ per year

5k Event Volunteers: over 100+ per year

Program Participants: over 550+ per year

## METHODS OF REACH

**E-NEWSLETTERS**  
**SOCIAL MEDIA**  
**PRESS RELEASES**  
**EVENT SIGNAGE**  
**PROGRAM SHIRTS**  
**PRINTED MARKETING MATERIALS**

## OPPORTUNITIES TO REACH OUR AUDIENCE



## NATIONAL PARTNERS



## LOCAL PARTNERS



NORTH EAST WISCONSIN  
FOOT & ANKLE ASSOCIATES  
Dr. Timothy K. Tougas | Dr. Theresa L. Schinke



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# PROGRAM YEAR 2021 ACCOMPLISHMENTS



30%

of program participants  
received financial  
assistance

Our largest fall  
program season yet!

44

total unique  
program sites

Brown, Calumet,  
Manitowoc, Outagamie,  
Sheboygan, Waupaca,  
and Winnebago Counties



564

total program  
participants across  
our spring, summer  
and fall programs



## EVEN MORE WAYS TO ENGAGE

### DONATE IN-KIND GOODS OR SERVICE

Interested in contributing your product or services to one of our programs or events? Some in-kind perks include name and logo on our website and a shout-out on social media. Please contact us at [hope.schaefer@girlsontherun.org](mailto:hope.schaefer@girlsontherun.org) for more information and in-kind needs!

### BECOME A SOLEMATE

SoleMates is a motivating community and the Girls on the Run charity program committed to empowering girls, changing lives and supporting its members with their own fitness goals, such as running a marathon, 5k or another athletic event. SoleMates fundraising has provided scholarships to girls across northeast Wisconsin since 2012. To learn more or sign up please visit [www.girlsontherunnew.org/solemates](http://www.girlsontherunnew.org/solemates).

### SPONSOR A GIRL

Help a girl who could not otherwise experience this life-changing program unleash her limitless potential. All sponsors are invited to cross the 5k finish line with one of the girls as a running buddy. Ready to make your contribution? Visit our website at [www.girlsontherunnew.org/donate](http://www.girlsontherunnew.org/donate).

### JOIN OUR BOARD OF DIRECTORS OR COMMITTEE! CONTACT US TODAY!

# PARTNERSHIP OPPORTUNITIES

*\* Current sponsors have the first right of refusal for the next year*

## FINISH LINE PARTNER (\$7,500)

*\*exclusive to just one company\**

The Finish Line Sponsor is the primary sponsor of the season-end Celebration 5k event. The Finish Line Sponsor makes the Celebration 5k possible for hundreds of girls and their running buddies igniting their confidence as they cross the finish line, achieving their goals!

## STAR POWER SUPPORTER (\$5,000)

The Star Power Sponsor covers the fees of 2 program sites in northeast Wisconsin. These girls will have the opportunity to participate thanks to your support. As a Star Power Sponsor, you will have the opportunity to attend a team's practice, cheer them on at their practice 5k, and attend the Celebration 5k to watch them accomplish their goals and cross the finish line!

## COURAGEOUS COACH PARTNER (\$3,000)

The Courageous Coach Sponsor is the primary sponsor of our entire volunteer coach program. As a sponsor, you are providing our 100+ coaches with valuable training materials, program materials to create the ideal Girls on the Run experience, and an incredible Volunteer Banquet to celebrate their efforts and time commitment at the end of the fall program season.

## SUPER SHOE SPONSOR (\$1,500)

As the Super Shoe Sponsor, you are providing 30 girls with brand new running shoes so they can have a safe and healthy Girls on the Run experience. In addition to the shoes, you will also be providing the girls with a premium shoe fitting experience by trained professionals.

## TREMENDOUS TRANSPORTATION PARTNER (\$1,000)

The Tremendous Transportation Sponsor helps provide bus transportation to teams that don't have access to transportation to our Celebration 5k event. Transportation can be a big barrier to participating in the complete Girls on the Run experience and by being the Tremendous Transportation Sponsor you are helping eliminate that.

## SNEAKER SOIREE FUNDRAISER

Our Sneaker Soiree is our signature fundraising event that is held annually. We have several opportunities to get involved including donating silent auction packages, sponsoring, or purchasing tickets.

## CREATE YOUR OWN IMPACT OR ADOPT A SCHOOL

Looking for a different way to impact girls in our area? Ask about creating a custom partnership!

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# GIRLS ON THE RUN

## 2022 PARTNERSHIP OPPORTUNITIES

### LEVEL OF PARTNERSHIP

### PARTNERSHIP BENEFITS



#### FINISH LINE \$7,500

- Logo featured on the back of all 5k hat/shirt and program shirts
- Logo featured on Celebration 5k Finish Line Arch
- Logo featured on Girls on the Run website
- Naming rights to the Celebration 5k & verbal mention at the 5k event



#### STAR POWER \$5,000

- Logo featured on the back of all program shirts
- Logo featured on the sponsored sites team signs at the Celebration 5k
- Logo featured on Girls on the Run website
- Cheer station signage and opportunity to host cheer station at the 5k



#### COURAGEOUS COACH \$3,000

- Logo featured on the back of all program shirts
- Logo banner featured at volunteer reception & verbal thank you at event
- Logo featured on Girls on the Run website
- Logo featured on all Coach Guides distributed to call coaches during training



#### SUPER SHOE \$1,500

- Logo featured on the back of all program shirts
- Logo featured on Girls on the Run website
- Logo featured on signs at shoe fitting sessions & shown on social media



#### TREMENDOUS TRANSPORTATION \$1,000

- Name featured on the back of all program shirts
- Logo featured on Girls on the Run website
- Social media feature during the fall 2022 program season highlighting impact



### IMPACT



**JOIN US AS WE INSPIRE, ENCOURAGE, AND STRENGTHEN  
CONFIDENCE IN THE NEXT GENERATION.**

With the help of generous partners and donors, we provide financial assistance to over 30% of our program participants who otherwise may not have been able to participate in Girls on the Run. We are dedicated to ensuring that every girl has an opportunity to participate, regardless of her ability to pay.



**ONE-SEASON, FULL YEAR, AND CUSTOM PACKAGES ARE AVAILABLE. LET'S TALK!**

# 2022 PLEDGE FORM

*Become a partner today!*

*I would like to partner at the following level:*

- ☐ Finish Line Partner
- ☐ Star Power Supporter
- ☐ Courageous Coach Partner
- ☐ Super Shoe Partner
- ☐ Tremendous Transportation Partner
- ☐ I would like to create my own package



Thursday, April 7, 2022  
The Waters, Oshkosh

- ☐ I'm interested in sponsoring the Sneaker Soiree
- ☐ I would like to attend by purchasing  amount of tickets

\$40/individual

\$75/pair of tickets

*Interested in a larger amount of tickets? We can create a custom package!*

## Payment Information

☐ **My check is enclosed**

Please make checks payable to

**Girls on the Run of Northeast Wisconsin and send to:**

**307 S. Commercial Street, Suite 104**

**Neenah, WI 54956**

☐ **Charge my credit card (please complete billing information below):**

CC #: \_\_\_\_\_ City/State/Zip \_\_\_\_\_

Exp. Date: \_\_\_\_\_ Security Code: \_\_\_\_\_ Email: \_\_\_\_\_

Company Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_

☐ **I will donate online [www.girlsontherunnew.org/donate](http://www.girlsontherunnew.org/donate)**

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