



# 2023 GIRLS ON THE RUN SPONSORSHIP OPPORTUNITIES







ABOUT SO

MUCH MORE

THAN

RUNNING

**GIRLS ON THE RUN HAS SERVED OVER 4,000 PARTICIPANTS, 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 and non-binary youth 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 participants' 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 1,500+ per year

5k Event Volunteers: over 120+ per year

Program Participants: over 600+ per year

## METHODS OF REACH

**E-NEWSLETTERS**  
**SOCIAL MEDIA**  
**PRESS RELEASES**  
**EVENT SIGNAGE**  
**PROGRAM & 5K SHIRTS**  
**PRINTED MARKETING MATERIALS**

## OPPORTUNITIES TO REACH OUR AUDIENCE



## NATIONAL PARTNERS

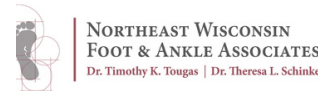


Gamma Phi Beta

THIRTY One




## LOCAL SPONSORS



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# PROGRAM YEAR 2022 ACCOMPLISHMENTS

 **31%**

of program participants  
received financial  
assistance

**44**

total unique  
program sites

**OUR LARGEST FALL  
PROGRAM SEASON YET  
WITH 507 PARTICIPANTS!**



**EVEN MORE WAYS TO ENGAGE**

**BROWN, CALUMET,  
MANITOWOC, OUTAGAMIE,  
SHEBOYGAN, WAUPACA, AND  
WINNEBAGO COUNTIES**



**665**

total program  
participants across  
our spring, summer  
and fall programs

## **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 PARTICIPANT OR ADOPT A TEAM**

Help a participant who could not otherwise experience this life-changing program unleash their 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!**

# 2023 SPONSORSHIP OPPORTUNITIES

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

## FINISH LINE 5K SPONSOR (\$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!

## CAMP GOTR PROGRAM SPONSOR (\$5,500)

The Camp GOTR Program Sponsor is the title sponsor of our summer Camp GOTR programs. This sponsor helps to make our week-long summer programs accessible to all participants, keeping the program fee low for families and helping to provide a safe and fun summer camp experience in northeast Wisconsin.

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

The Courageous Coach Sponsor is the main supporter of our volunteer coaches. Our volunteer coaches are the passionate individuals who are making our program happen throughout northeast Wisconsin. The Courageous Coach sponsorship supports their important research-based volunteer training, program resources, and the celebratory volunteer reception at the end of the fall 2023 program season.

## IDEA (INCLUSION, DIVERSITY, EQUITY, AND ACCESS) SUPPORT SPONSOR (\$2,000)

In upholding our continued commitment to inclusion, diversity, equity, and access our IDEA Support Sponsor is providing financial support that will help implement IDEA-specific trainings, support for our coach stipend program, and creating additional supports and resources to help reach our IDEA goals to support our mission.

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

The Super Shoe Sponsor is a key sponsor in creating access to a safe and inclusive program experience by providing new running shoes to at least 30 program participants across northeast Wisconsin. Shoes are one of our most needed and important resources we can provide our participants.

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

The Tremendous Transportation Sponsor is helping to provide bus transportation for families and participants during the 2023 program seasons. This is an important element to create program accessibility.

## SPORTS BRA SPONSOR (\$750)

The Sports Bra Sponsor is an important partner of Girls on the Run. This sponsorship helps provide 30 sports bras to girls across northeast Wisconsin. By providing resources like sports bras we are helping to create the most positive and inclusive program experience possible.

## CREATE YOUR OWN IMPACT OR ADOPT A SCHOOL!





# GIRLS ON THE RUN

## 2023 SPONSORSHIP OPPORTUNITIES

### LEVEL OF PARTNERSHIP

### PARTNERSHIP BENEFITS



**FINISH LINE  
\$7,500**

- Logo featured on the back of all 5k hat/shirt and program shirts in 2023
- 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



**CAMP GOTR  
SPONSOR  
\$5,500**

- Logo featured on the back of all Camp GOTR program shirts
- Logo featured on the Girls on the Run program shirts (fall season)
- 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



**IDEA SUPPORT  
SPONSOR \$2,000**

- Logo featured on the back of all program shirts
- Logo featured on Girls on the Run website
- Social media feature and newsletter feature highlighting impact



**SUPER SHOE  
SPONSOR  
\$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



**SPORTS BRA  
SPONSOR \$750**

- 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



**CUSTOM PACKAGES ARE AVAILABLE. LET'S TALK!**

# 2023 PLEDGE FORM

I WOULD LIKE TO SPONSOR AT THE  
FOLLOWING LEVEL:

- ☐ FINISH LINE PARTNER (\$7,500)
- ☐ STAR POWER SUPPORTER (\$5,500)
- ☐ COURAGEOUS COACH PARTNER (\$3,000)
- ☐ IDEA SUPPORT SPONSOR (\$2,000)
- ☐ SUPER SHOE PARTNER (\$1,500)
- ☐ TREMENDOUS TRANSPORTATION SPONSOR (\$1,000)
- ☐ SPORTS BRA SPONSOR (\$750)
- ☐ I WOULD LIKE TO CREATE MY OWN PACKAGE

THURSDAY, APRIL 27, 2023

THE 513, APPLETON

513 W. COLLEGE AVENUE



☐ PRESENTING SPONSOR (\$2,500)

☐ FOOD & BEVERAGE SPONSOR (\$1,500)

☐ VENUE SPONSOR (\$1,000)

☐ HEALTHY SPONSOR (\$750)

☐ JOYFUL SPONSOR (\$500)

☐ 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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