



# GIRLS ON THE RUN NORTHEAST WISCONSIN 2024 SPONSORSHIP OPPORTUNITIES







# A Message from Hope

"Sponsors like you unleash limitless potential. Giving back through Girls on the Run helps local youth become braver, bolder, and better equipped to achieve their dreams. We welcome the chance to partner with you to make a difference in our community."

Hope Schaefer, Executive Director



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**GIRLS ON THE RUN HAS SERVED OVER 4,500 PARTICIPANTS, 34 SCHOOLS, AND 6 COMMUNITY SITES ACROSS 9 COUNTIES OF NORTHEAST WISCONSIN SINCE 2012.**

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## OUR VISION

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

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## 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 our youth.



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.

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## 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)

# SPONSORSHIP REACH



## OUR CURRENT AUDIENCE

EMAIL SUBSCRIBERS: 3,000+

SOCIAL MEDIA (FACEBOOK, TWITTER, INSTAGRAM):  
• 3,000+ SUBSCRIBERS

VOLUNTEER COACHES: OVER 200+ PER YEAR

5K EVENT VOLUNTEERS: OVER 200+ PER YEAR

PROGRAM PARTICIPANTS: OVER 600+ PER YEAR

## METHODS OF REACH

E-NEWSLETTERS  
SOCIAL MEDIA  
PRESS RELEASES  
EVENT SIGNAGE  
PROGRAM & 5K SHIRTS  
PRINT MARKETING  
(FLYERS/POSTCARDS)

## OPPORTUNITIES TO REACH OUR COMMUNITY



## NATIONAL PARTNERS



Gamma Phi Beta

THIRTY One



## LOCAL SPONSORS



COMMUNITY FIRST  
CREDIT UNION



ThedaCare



WOW - WE CARE  
CHARITY



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307 S. Commercial Stree, Suite 104 Neenah, WI 54956

EIN: 45-5131545

# PROGRAM REACH & STATISTICS

**NOW IN 9 COUNTIES!**

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

**OUR HIGHEST PROGRAM  
ENROLLMENT EVER LAST YEAR!  
600 PARTICIPANTS ACROSS  
NORTHEAST WI!**

**1,200  
PARTICIPANTS,  
HOUSEHOLDS, AND  
COMMUNITY MEMBERS  
EXPECTED AT FALL 5K**

**300  
PARTICIPANTS,  
HOUSEHOLDS, AND  
COMMUNITY MEMBERS  
EXPECTED AT SPRING 5K**

**\$27,000  
IN FINANCIAL ASSISTANCE  
DISTRIBUTED ANNUALLY TO  
ENSURE PROGRAM ACCESS  
FOR ALL**

## **EVEN MORE WAYS TO BE INVOLVED!**

### **JOIN OUR BOARD OF DIRECTORS OR COMMITTEE!**

Applications are available on our website at: <https://www.girlsontherunnew.org/people>

### **DONATE IN-KIND GOODS OR SERVICES**

Interested in hosting a supply drive or donating products/services to one of our programs or events? Some in-kind perks include your 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 is 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).

### **LOOKING TO SUPPORT A SPECIFIC TEAM? CONTACT US!**

Help support a specific Girls on the Run program site in your area. All site 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).

# BUILD YOUR SPONSORSHIP PACKAGE




















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

1. Choose what season(s) you would like to support. Fall, Spring or Summer (Camp GOTR) program seasons are available.
  - a. When you bundle 2+ programs you will receive a 5% discount off the total sponsorship amount
2. Select the levels your company would like to sponsor at for 2024.
3. Select any "add-on" opportunities you would like to support

<b>FALL PROGRAM &amp; 5K</b>	<b>SPRING PROGRAM &amp; 5K</b>	<b>CAMP GOTR</b>
Presenting Sponsor \$7,500	Presenting Sponsor \$2,000	Add \$500 to support Camp GOTR
Star Power Sponsor \$5,000	Star Power Sponsor \$1,500	<i>*Logo will be included on all Camp GOTR participant shirts</i>
Energy Award Sponsor \$3,000	Energy Award Sponsor \$1,000	
Super Shoe Sponsor \$1,500	Super Shoe Sponsor \$750	
Strength Sponsor \$750	Strength Sponsor \$500	

# 2024 SPONSORSHIP BENEFITS

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

SEASON (FALL OR SPRING OR BOTH)	PRESENTING	STAR POWER	ENERGY AWARD	SUPER SHOE	STRENGTH
Exclusive "Presenting Sponsor" naming rights, privileges, & messages					
Featured in a newsletter, chance to record a video clip, VIP role at start & finish lines*					
Booth, interactive GOTR training session for your employees, and custom naming right**					
Custom content in digital or physical swag bags***					
Logo on 5K signage & t-shirts (approx. 3K)					Name Only
Linked logo on website, social media shout out					

\*Examples include: emcee or speaking opportunity and medal distribution

\*\*Available on a first-come, first-served basis: Volunteer reception, water station, bibs, mile marker signage, cheering station, etc.

\*\*\*Examples include but aren't limited to: Digital ads, product giveaways, stories, coupons, cross-promotional content

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# 2024 PLEDGE FORM

*Program Bundles (2+) receive 5% discount*

## Fall Program & Celebration 5k (September-November)

Reach: 1,200+ program & 5k participants

- \_\_\_\_ Presenting Sponsor: \$7,500
- \_\_\_\_ Star Power Sponsor: \$5,000
- \_\_\_\_ Energy Award Sponsor: \$3,000
- \_\_\_\_ Super Shoe Sponsor: \$1,500
- \_\_\_\_ Strength Sponsor: \$750

## Add-On Opportunities\*

- \_\_\_\_ 2024 Sneaker Soiree Event (April, 2024)
- \_\_\_\_ End-of-Year Matching Gift Supporter (November-December, 2024)

\*We will send you additional details for any opportunity you are listed in as each comes with additional promotional benefits for your company!

## Spring Program & Celebration 5k (March-May)

Reach: 300+ program & 5k participants

- \_\_\_\_ Presenting Sponsor: \$2,000
- \_\_\_\_ Star Power Sponsor: \$1,500
- \_\_\_\_ Energy Award Sponsor: \$1,000
- \_\_\_\_ Super Shoe Sponsor: \$750
- \_\_\_\_ Strength Sponsor: \$500

Total sponsorship amount for 2024  
\$ \_\_\_\_\_

## Camp GOTR (Summer) (July & August)

- \_\_\_\_ Add-on \$500 to have logo on Camp GOTR program shirt

# INVEST IN GIRLS AND YOUTH TODAY

Maximize your investment sign up early to receive the full marketing potential of your sponsorship.

Contact Hope, information below to become a sponsor today, or to learn more about the add-on opportunities:

- Lunch and Learn hosted your employees
- Volunteer opportunities for your employees
- A matching gift in your workplace giving program
- Sneaker Soiree sponsorship

Payment can be made online at [www.girlsontherunnew.org/donate](http://www.girlsontherunnew.org/donate), by check or by card over the phone at (920) 570-2189. We welcome the chance to partner with you!

Contact Hope Schaefer, Executive Director

[Hope.schaefer@girlsontherun.org](mailto:Hope.schaefer@girlsontherun.org)

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