

# Girls on the Run

Northeast Wisconsin



FALL 2025 + SPRING 2026  
SPONSORSHIP



**GET INVOLVED.  
TRANSFORM LIVES.**

When you sponsor Girls on the Run,  
you make it possible for more girls  
to unlock their power and potential.

# WHO WE ARE



## We Inspire

girls to be joyful, healthy and confident, using a fun, experience-based curriculum which creatively integrates running.

## We Envision

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

## We honor our Core Values:

- Recognize our power and responsibility to be intentional in our decision-making
- Embrace our differences and find strength in our connectedness
- Express joy, optimism and gratitude through our words, thoughts and actions
- Nurture our physical, emotional and spiritual health
- Lead with an open heart and assume positive intent
- Stand up for ourselves and others



## We take pride in our progress:

- Girls on the Run has supported girls in Northeast Wisconsin for 13 years!
- Over 5,000 girls served in Northeast Wisconsin since 2012.
- Our council covers 9 counties: Brown, Calumet, Door, Kewaunee, Manitowoc, Outagamie, Sheboygan, Waupaca, and Winnebago.
- We operate at over 40 schools/community sites throughout the year, serving over 500 girls annually.
- Over 1,500 attendees at our Fall 2024 Celebration 5K Event!

## SPONSORS SAY

"We are proud of our continued partnership with Girls on the Run, supporting this shared commitment of inspiring young women and unlocking their limitless potential."

# THE IMPACT OF YOUR INVESTMENT

OUR SPONSORS  
RECEIVE BENEFITS  
INCLUDING:



Opportunity to authentically showcase a commitment to empowering women, girls and families to be active, happy, healthy

Meaningful employee engagement opportunities

Exposure leading to new customer acquisition and deepening existing customer relationships

Visibility as a company that cares, driving sales and customer loyalty

## EMPLOYEES SAY

"As a Fleet Feet employee, I am proud of the brand-wide focus on giving back to our communities and believe that we inspire others to serve by leading the way! I believe in the mission of Girls on the Run!"

# WHY GIRLS ON THE RUN?



**Evidence-based research from leading youth development experts has proven that Girls on the Run:**



Prompts independent thought and intentional decision-making



Builds confidence



Strengthens self-respect

Enhances girls' ability to stand up for self & others

Fosters healthy relationships



Establishes a lifelong appreciation for health and wellness



# WHAT SETS GIRLS ON THE RUN APART?

**Intentional curriculum, expert coaches, and an inclusive environment all lead to a long-term impact. Recent studies uncovered that:**



**85% of girls** improved their confidence, caring, competence, character and connection to others.

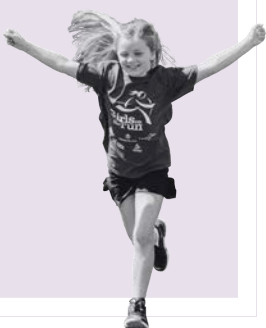
**97% of girls** felt like they belonged at Girls on the Run.

**97% of girls** learned critical life skills they can use at home, school and with friends.

**GOTR participants** scored higher in managing emotions, resolving conflict, helping others and making intentional decisions than participants in organized sports or physical education.

**98% of girls** would tell other girls to participate in Girls on the Run.

**94% of parents** reported Girls on the Run was a valuable experience for their girl.





# ANNUAL (FALL+SPRING) SPONSORSHIP LEVELS



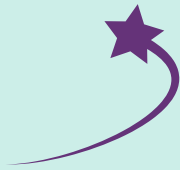
## Presenting Sponsor — \$10,000

The Presenting Sponsor is the primary sponsor of both Fall '25 and Spring '26 seasons. The Presenting Sponsor makes the celebratory 5K events possible for hundreds of girls, their coaches, and running buddies—igniting their confidence as they cross the finish line, achieving their goals!



## Courageous Coach Sponsor — \$7,000

The Courageous Coach Sponsor is the primary sponsor of our entire 200+ volunteer coach program. As a sponsor, you are providing our coaches with the valuable training and program materials they must have to create the ideal Girls on the Run experience!



## Limitless Potential Sponsor — \$4,000

The Limitless Potential Sponsor supports the program costs of 25 girls. These girls will have the opportunity to participate thanks to your support. As a Limitless Potential Sponsor, you will have the opportunity to cheer them on at each of the celebratory 5K events and witness them achieve their goals as they cross the finish line!



## Girl Power Sponsor — \$2,500

The Girl Power Sponsor will help to provide running shoes, socks, and sports bras to those who need them. Between fall and spring seasons last year 65 girls requested shoes and apparel. By providing these resources, you are helping to create the most positive and inclusive program experience possible.



## Create Your Own Impact

Looking for a different way to impact girls in your community? Ask us about creating a custom partnership!



# SPONSORSHIP BENEFITS

## Presenting Sponsor

- VIP role at start/finish lines at 5K event
- Logo featured on back of Fall '25 and Spring '26 program & 5K shirts
- Logo with link on GOTR Northeast Wisconsin Website
- Logo with link in all electronic newsletters & social media shout out
- Corporate booth/table space at 5K event
- Company name and logo on sponsor signage at 5K event
- Insert in 5K event bags (sponsor provided)
- Verbal recognition at 5K event



## Courageous Coach Sponsor

- Logo featured on back of Fall '25 and Spring '26 program shirts
- Logo with link on GOTR Northeast Wisconsin Website
- Logo with link in social media shout out
- Corporate booth/table space at 5K event
- Company name and logo on sponsor signage at 5K event
- Insert in 5K event bags (sponsor provided)
- Verbal recognition at 5K event



## Limitless Potential Sponsor

- Logo featured on back of Fall '25 and Spring '26 program shirts
- Logo with link on GOTR Northeast Wisconsin Website
- Corporate booth/table space at 5K event
- Company name and logo on sponsor signage at 5K event
- Insert in 5K event bags (sponsor provided)
- Verbal recognition at 5K event



## Girl Power Sponsor

- Logo featured on back of Fall '25 and Spring '26 program shirts
- Logo with link on GOTR Northeast Wisconsin Website
- Company name and logo on sponsor signage at 5K event
- Insert in 5K event bags (sponsor provided)
- Verbal recognition at 5K event



# 5K EVENT OPPORTUNITIES



Sponsorship opportunities allow you or your business to have an active part in our Fall and/or Spring Celebratory 5K events.

## Medal Sponsor — \$1,500

- Mention in all 5K promotional materials
- 4 volunteers at the finish line to distribute medals
- Signage with company logo near start/finish line
- Corporate booth/table space at 5K Event
- Listed as 5K sponsor on website and on the back of 5K shirts

Our medal sponsor covers the cost of finisher medals for each of our 5K participants.

## Volunteer Sponsor — \$1,000

Our volunteer sponsor covers the cost associated with volunteers, including a background check, t-shirt, & refreshments.

- Logo and link in email correspondence
- Mention in all 5K promotional materials
- Signage with company logo at Volunteer tent
- Corporate Booth/Table space at 5K Event
- Listed as 5K sponsor on website and on the back of 5K shirts



## Community Sponsor — \$750

- Your company logo and link in email correspondence
- Mention in all 5K promotional materials
- Yard sign with company logo, and/or encouraging message
- Listed as 5K sponsor on GOTR website

Our community sponsor provides finish line food, water, and support to our community 5K participants.



## Hydration Sponsor — \$500

Our hydration sponsor provides water and cups for the water stop and at the finish line.

- Your company logo and/or encouraging message on yard sign at the Water Stop
- Listed as 5K sponsor on GOTR website

# READY TO EMPOWER?



Every girl deserves the chance to cross the finish line.

**YES!** I want to support the mission of inspiring girls to be joyful, healthy and confident!  
I want to help create a world where every girls knows and activates her limitless potential and is free to boldly pursue her dreams.

Your Name: \_\_\_\_\_

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

Street Address: \_\_\_\_\_ City: \_\_\_\_\_

State: \_\_\_\_\_ Zip Code: \_\_\_\_\_ Phone Number: \_\_\_\_\_

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

Your tax-deductible contribution to Girls on the Run **Northeast Wisconsin** is very much appreciated.  
All proceeds help to provide life-changing experiences for girls in our local communities.

Please select a sponsorship level:

## Annual (includes both Fall & Spring)

Presenting Sponsor (\$10,000) ..... ☐  
Courageous Coach (\$7,000) ..... ☐  
Limitless Potential Sponsor (\$4,000) ..... ☐  
Girl Power Sponsor (\$2,500) ..... ☐  
Other \_\_\_\_\_

## 5K Event Day

Medal Sponsor (\$1,500) ..... ☐ ☐  
Volunteer Sponsor (\$1,000) ..... ☐ ☐  
Community Sponsor (\$750) ..... ☐ ☐  
Hydration Sponsor (\$500) ..... ☐ ☐

**F'25 S'26**

**I DO NOT WISH TO BE AN OFFICIAL SPONSOR,  
BUT PLEASE ACCEPT MY DONATION OF \$**



Please complete this form and return with your check to:

**Girls on the Run of Northeast Wisconsin**

**Attention: Tania Spofford**

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

**Neenah, WI, 54956**



Or you can email [Tania.Spofford@girlsontherun.org](mailto:Tania.Spofford@girlsontherun.org)  
We will then contact you about options and payment.



Once payment is received, Girls on the Run **Northeast Wisconsin**  
will contact you for artwork and logos.