

Girls on the Run

Northeast Wisconsin



2026 SPONSORSHIP OPPORTUNITIES



**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 14 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 2,000 attendees at our Fall 2025 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.



98% of girls would tell other girls to participate in 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.

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



ANNUAL SPONSORSHIP BENEFITS

Presenting Sponsor - \$10,000

- **VIP role at start/finish lines at both 5K events**
- **Logo with link and feature article in fall & spring e-newsletters**
- Logo featured on back of Fall and Spring 2026 5K shirts
- Logo with link on GOTR Northeast Wisconsin Website
- Logo with link in social media shout out (2.5K followers)
- Corporate booth/table space at both 5K events
- Company name and logo on sponsor signage at both 5K events
- Insert in both 5K event bags (sponsor provided)
- Verbal recognition at both 5K events



Courageous Coach Sponsor - \$7,000

- **Logo with link in social media shout out (2.5K followers)**
- Logo featured on back of Fall and Spring 2026 5K shirts
- Logo with link on GOTR Northeast Wisconsin Website
- Corporate booth/table space at both 5K events
- Company name and logo on sponsor signage at both 5K events
- Insert in both 5K event bags (sponsor provided)
- Verbal recognition at both 5K events



Limitless Potential Sponsor - \$4,000

- **Corporate booth/table space at both 5K events**
- Logo featured on back of Fall and Spring 2026 5K shirts
- Logo with link on GOTR Northeast Wisconsin Website
- Company name and logo on sponsor signage at both 5K events
- Insert in both 5K event bags (sponsor provided)
- Verbal recognition at both 5K events



Girl Power Sponsor - \$2,500

- Logo featured on back of Fall and Spring 2026 5K shirts
- Logo with link on GOTR Northeast Wisconsin Website
- Company name and logo on sponsor signage at both 5K events
- Insert in both 5K event bags (sponsor provided)
- Verbal recognition at both 5K events



5K EVENT ONLY OPPORTUNITIES



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

Medal Sponsor — \$1,500 per event

- **4 volunteers at the finish line to distribute medals**
- Corporate booth/table space at 5K Event
- Logo and link in e-newsletter correspondence
- Mention in all 5K promotional materials
- Signage with company logo **near start/finish line**
- Listed as 5K sponsor on GOTR website

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

Volunteer Sponsor — \$1,000 per event



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

- **Corporate Booth/Table space at 5K Event**
- Logo and link in e-newsletter correspondence
- Mention in all 5K promotional materials
- Signage with company logo **at Volunteer tent**
- Listed as 5K sponsor on GOTR website

Community Sponsor — \$750 per event

- **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.

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

Hydration Sponsor — \$500 per event

- 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 girl knows and activates her limitless potential and is free to boldly pursue her dreams.

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 register your sponsorship request at the following link:

<https://www.pinwheel.us/register/index/GOTRNEW-sponsorshipsFY2026>

Or you can email Executive Director, Tania Spofford at Tania@girlsontherunnew.org
We will then contact you about options and payment.

We accept credit card, ACH or check.

