

# Girls on the Run

Snohomish County



## 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 Snohomish County has supported girls and gender-expansive youth in our community for 10 years!
- 4,000+ kids served in Snohomish County since 2015
- Teams have been hosted in 69 schools in 8 school districts and 2 private schools in Snohomish County
- Over 1,000 pairs of shoes provided to kids in need

In 2025, our goal is to reach over **900** girls and gender-expansive youth!

## 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, and  
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



GIRLS ON THE RUN SNO CO REACH:



~ 1,700 Followers



~ 1,000 Followers



12 Editions

~ 6,650 Subscribers



~ 3,000 Attendees

@ 5K Celebration



## 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 life-long 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.

# SPONSORSHIP OPPORTUNITIES

## 10th Birthday Presenting Sponsor — \$10,000

Help us celebrate our 10th Birthday as our Spring 2025 Season Presenting Sponsor!

- Logo on GOTRSnoCo website and in electronic newsletters (6,600 subscribers)
- Prominent logo placement on Program/5K shirts for the 2025 season
- Corporate booth/table space at 5K event and 5 complimentary 5K registrations
- Special recognition at 5K event and prominent finish line banner display
- Special mention in 5K press release and 3 Social Media mentions

*Makes our spring program possible for 60+ teams — igniting confidence in 850+ program participants*

## Courageous Coach Sponsor — \$7,500

Sponsor of our entire volunteer coach program for the season

- Logo on GOTRSnoCo website and in electronic newsletters
- Company logo on Program/5K shirts for the 2025 season
- Corporate booth/table space at 5K event and 4 complimentary 5K registrations
- Verbal recognition at 5K event and finish line banner display
- 2 Social Media mentions



*Provides 200+ coaches with the valuable training and program materials they need to inspire & empower girls*

## Limitless Potential Sponsor — \$5,000

The Limitless Potential Sponsor supports a team of up to 15 girls

- Logo on GOTRSnoCo website and in electronic newsletters
- Company logo on Program/5K shirts for the 2025 season
- Corporate booth/table space at 5K event and 3 complimentary 5K registrations
- Verbal recognition at 5K event and finish line company banner display
- 1 Social Media mention



*Provides full financial assistance and a new pair of running shoes for 15 participants*

## Inspiration Sponsor — \$2,500

The Inspiration Sponsor fuels one entire team for the season

- Logo on GOTRSnoCo website and in electronic newsletters
- Company logo on Program/5K shirts for the 2025 season
- Corporate booth/table space at 5K event and 2 complimentary 5K registrations
- Recognition at 5K event and finish line company banner display
- 1 group Social Media mention



*Provides reusable water bottles and healthy snacks to hydrate & fuel one team during our 8-week season*

## Confidence Booster Sponsor — \$1,000

Help us launch our newest confidence-boosting curriculum this spring

- Logo on GOTRSnoCo website and in electronic newsletters
- Recognition at 5K event
- Corporate booth/table space at 5K event and 1 complimentary 5K registration
- 1 group Social Media mention



*Provides our new Hello, Mountain Mover! curriculum books for 10 teams*



*Create Your Own Impact*

Looking for a different way to impact girls in our community? Let's chat about a custom partnership!

# CELEBRATION 5K SPONSORSHIP



Our Celebration 5K event is on June 8, 2025 in Mill Creek.

(Expected attendance: 3,000)



Our 5K -  
powered by YOU!  
Help keep  
participants safe with  
signage, road  
closures, police and  
more!

## 5K Presenting Sponsor — \$10,000

- Logo on GOTRSnoCo 5K website and in electronic communications
- Prominent logo placement on Program/5K shirts (March deadline)
- Booth/table space at 5K event and 5 complimentary 5K registrations
- Special recognition at 5K event and prominent finish line banner display
- Special mention in 5K press release and 3 Social Media mentions
- Presenting sponsor company logo in all 5K promotional materials
- 4 Finish Line medal volunteer positions



## Limitless Potential Sponsor — \$5,000

- Logo on GOTRSnoCo 5K website and in electronic communications
- Logo on Program/5K shirts for the 2025 season (March deadline)
- Booth/table space at 5K event and 3 complimentary 5K registrations
- Verbal recognition at 5K event and finish line company banner display
- 2 Social Media mentions
- 2 Finish Line medal volunteer positions



Provides finish line  
supplies including  
5K medals and  
finish line food for  
all of our 5K  
participants.



Provides supplies  
for volunteers  
including 5K  
Inspiration Village  
supplies & safety  
gear

## Inspiration Sponsor — \$2,500

- Logo on GOTRSnoCo website and in electronic communications
- Logo on Program/5K shirts for the 2025 season (March deadline)
- Booth/table space at 5K event and 2 complimentary 5K registrations
- Recognition at 5K event and finish line company banner display option
- 1 Social Media mention

## Confidence Booster Sponsor — \$1,000

- Recognition at 5K event
- Logo on GOTRSnoCo website and in electronic communications
- Booth/table space at 5K event and 1 complimentary 5K registration
- 1 group Social Media mention



Provides event  
photographers  
and supplies to  
create a magical,  
fun experience for  
all attendees



Provides water  
and supplies for  
the water stop  
and finish line.

## Cheer Squad Sponsor — \$500

- Logo on GOTRSnoCo website and in e-communications
- Premier location along course route for your group to host a cheer station with company banner/sign
- 1 group Social Media mention



*We're happy to get creative - let's chat!*

# CAMP GOTR SPONSORSHIP

Camp GOTR provides a one-of-a-kind opportunity for 3rd-5th grade girls and gender-expansive youth to develop self-confidence and learn life skills in a fun, collaborative environment. Girls build friendships through interactive games, enjoy physical activities, and express creativity through arts & crafts and storytelling. Led by caring and qualified Girls on the Run coaches, Camp GOTR combines the best of the Girls on the Run program with all the fun of a week-long day camp. Partner with us to give girls a welcoming, inclusive space to develop self-confidence and learn life skills they can use now and as they grow while having fun and making friends!



"My daughter talked non-stop about the the fun she had. She made new friends and tried new things, which really helped to build her self-confidence."

- Jessica, parent of a Camp GOTR participant

**CAMP  
GOTR**

Girls on the Run

## \$5000

### Limitless Potential/ Presenting Sponsor

- Logo on GOTRSnoCo website and in e-communications
- Prominent logo placement on camp shirts (April deadline)
- 3 social media mentions

**COVERS THE  
COST OF CAMP  
SITE FEES &  
SUPPLIES**

## \$2500

### Inspiration Sponsor

- Logo on GOTRSnoCo website and in e-communications
- Logo placement on camp shirts (April deadline)
- 2 social media mentions

**COVERS THE  
COST OF COACH  
TRAINING &  
STIPENDS**

## \$1000

### Confidence Booster Sponsor

- Logo on GOTRSnoCo website and in e-communications
- Logo placement on camp shirts (April deadline)
- 1 social media mention

**COVERS THE COST  
OF HEALTHY  
SNACKS FOR ALL  
PARTICIPANTS**

## \$500

### Cheer Squad Sponsor

- Logo on GOTRSnoCo website
- 1 group social media mention

**PROVIDES  
FINANCIAL AID  
FOR TWO  
PARTICIPANTS**



# SNEAKER SOIRÉE SPONSORSHIP

## Sneaker SOIRÉE



The Sneaker Soirée is our signature fundraising event celebrating our transformational programs for girls and gender-expansive youth in grades 3-8. The evening is filled with inspiring stories, sparkling sneakers, fabulous food and drinks, a live auction, activities and more. The Sneaker Soirée is not just a celebration; it's a fundraising event dedicated to supporting our financial assistance fund. With your help, we can ensure that even more girls have the opportunity to experience the transformative programs offered by GOTRSnoCo. (September 27, 2025 | Everett, WA | Expected attendance: 200)

**\$10K**  
CENTER  
STAGE

### Impact: Full Financial Aid & Running Shoes for 50 Kids/3 Teams

- Company logo as Title Sponsor for all Sneaker Soirée communications and on GOTRSnoCo website with link
- Special mention in event press release
- Speaking opportunity at event
- Company logo displayed at check-in area
- VIP Table for 10 people with premium seating
- 4 social media mentions

### Impact: Financial Aid & Running Shoes for 25 Kids

- Company logo with link & recognition on website and prominent logo placement in printed event program
- 6 Complimentary event tickets
- 3 social media mentions

**\$5K**  
GOLD  
SPONSOR

**\$2,500**  
SILVER  
SPONSOR

### Impact: Program Supplies for 25 Sites

- Company logo with link & recognition on website
- Company logo displayed in event area and in program
- 4 Complimentary event tickets
- 2 social media mentions

### Impact: Background Checks for Volunteer Coaches

- Company logo with link & recognition on website and logo placement in printed event program
- 2 Complimentary event tickets
- 1 social media mention

**\$1,000**  
BRONZE  
SPONSOR

**\$500**  
SPARKLE  
SPONSOR

### Impact: New curriculum books for 10 teams

- Company logo with link & recognition on website
- Company logo displayed in event area and in program
- 1 group social media mention

Our Sneaker Soirée is a fun, lively event with many opportunities to engage as a sponsor. We are happy to work with you and your team to create a sponsor package that fits your needs and giving capacity in a creative way.



# 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.

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

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

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

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

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

Social Media Handles: \_\_\_\_\_

Your tax-deductible contribution to Girls on the Run Snohomish County is very much appreciated.  
All proceeds help to provide life-changing experiences for girls in our local community.

**Please select a sponsorship level** *(multiple payment options and timelines are available):*

## Program, 5K or Camp Sponsor

Presenting Sponsor (\$10,000) ..... ☐

Courageous Coach (\$7,500) ..... ☐

Limitless Potential Sponsor (\$5,000) ..... ☐

Inspiration Sponsor (\$2,500) ..... ☐

Confidence Booster Sponsor (\$1,000).... ☐

Cheer Squad Sponsor (\$500) ..... ☐

## Sneaker Soirée Sponsor

Center Stage Sponsor (\$10,000) ..... ☐

Gold Sponsor (\$5,000)..... ☐

Silver Sponsor (\$2,500)..... ☐

Bronze Booster Sponsor (\$1,000) ..... ☐

Sparkle Sponsor (\$500) ..... ☐

Other \_\_\_\_\_

I do not wish to be an official sponsor, but please accept my donation of \$

**Please complete this form and return to:**

**Megan Wolfe, Executive Director**

**Girls on the Run Snohomish County**

**6505 218th St SE, Suite #14, Mountlake Terrace, WA 98043**

**megan.wolfe@girlsontherun.org | 206-931-7551**