

ANNUAL SPONSORSHIPS



OUR MISSION

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

At Girls on the Run® Northern Virginia, teaching critical life skills is the cornerstone of our research-based programs. Meeting in small teams, trained volunteer coaches inspire participants of all abilities to strengthen confidence and other important life skills through dynamic, interactive lessons and physical activity.

Starting in 3rd grade, elementary school students are eligible to join a Girls on the Run (GOTR) team and middle school students are eligible to join a Heart & Sole (H&S) team.

We offer two seasons per calendar year, Spring (March - May) and Fall (September - November), which each last 10 weeks. Teams hold practices twice a week for roughly 75 minutes per practice. At the end of the 10-week season, teams come together to complete a 5K. This event serves as a celebration and provides all participants a tangible sense of accomplishment.

WHY IT MATTERS

- Girls' self-confidence begins to drop by age 9
- 50% of girls age 10-13 experience bullying such as name calling and exclusion
- Physical activity levels decline at age 10 and continue to decrease throughout adolescence

Girls who were
LEAST ACTIVE at
the start increased in
physical activity by
more than
40%

85%
improved in
Confidence
Caring
Competence
Character
or Connection

97%
LEARNED
CRITICAL LIFE
SKILLS

Sponsorships are limited. Call or email Catherine Keller, Development Manager, today to secure your preferred level and ensure full access to all partnership benefits.

crkeller@gotrnova.org or (703) 273-3153



Limitless Potential

\$20,000+

“Girls on the Run showed
me I am *unstoppable!*”

- GOTR Participant

Program Benefits

- Category exclusivity covering Limitless Potential, Star Power, and Energy Award levels
- Logo on program shirts for participants and coaches (3,000+ annual participants, 350+ annual coaches)
- Logo featured in program registration confirmation email
- Employee Engagement opportunities
- Priority for group volunteer slots at GOTR NOVA events
- Opportunities to visit a practice
- Opportunities for GOTR NOVA staff to speak to your employees about GOTR
- Logo featured in Keeping Pace eNewsletter
- Written piece about our partnership in one Keeping Pace e-newsletter
- Logo at highest level on GOTR NOVA website
- Social Media Posts:
 - 2 social media posts during seasonal programming
 - 2 social media posts during 5K

5K Benefits

- Logo on back of 5K shirts (3,000+ annual runners)
- Logo on 5K participant bibs (7,000+ annual runners)
- Logo on 5K event signage
- Logo sign in start/finish line chute
- Opportunity include a good luck message to participants in one pre-race email
- Logo on GOTR NOVA 5K page
- Logo on GOTR NOVA 5K marketing materials
- Three complimentary registrations for each seasonal 5K
- Logo in 5K wrap-up email to all participants

General Benefits

- Recognition at highest level in GOTR NOVA Annual Report



Star Power

\$15,000

Girls on the Run unleashes the *confidence* and *inner strength* they need to boldly pursue their *dreams*.

Program Benefits

- Logo on program shirts for participants and coaches (3,000+ annual participants, 350+ annual coaches)
- Logo in program registration confirmation email
- Employee Engagement opportunities
- Priority for group volunteer slots at GOTR NOVA events
- Opportunities to visit a practice
- Opportunities for GOTR NOVA staff to speak to your employees about GOTR
- Logo in Keeping Pace eNewsletter
- Logo on GOTR NOVA website
- Social Media Posts: 1 program post and 1 5K post

5K Benefits

- 5K Sponsorship benefits at the Medalist Sponsor level for one season (Fall or Spring), to be agreed upon between sponsor and GOTR NOVA (\$7,500 value)

General Benefits

- Recognition at highest level in GOTR NOVA Annual Report



Energy Award \$10,000

Girls on the Run is
so much fun



Program Benefits

- Logo on program shirts for participants and coaches (3,000+ annual participants, 350+ annual coaches)
- Logo in program registration confirmation email
- Logo in Keeping Pace eNewsletter
- Logo on GOTR NOVA website
- Social Media Posts: 1 program post and 1 5K post

5K Benefits

- 5K Sponsorship benefits at the Go the Distance Sponsor level for one season (Fall or Spring), to be agreed upon between sponsor and GOTR NOVA (\$5,000 value)

General Benefits

- Recognition at highest level in GOTR NOVA Annual Report



Teamwork

\$5,000

Support a local team for the full school year!*

⚡ Girls on the Run makes a
life long impact ⚡

Program Benefits

- Logo on program shirts for all participants and coaches (3,000+ annual participants, 350+ annual coaches)
- Sponsorship highlight in two Keeping Pace eNewsletters
- Logo on GOTR NOVA website
- Opportunity to engage with a local team practice

5K Benefits

- Thank you sign in Runner's Village
- Written message and link to company website in Virtual Rally Bag
- One social media shout out each 5K season
- Two complimentary registrations for each seasonal 5K

General Benefits

- Recognition at highest level in GOTR NOVA Annual Report



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