



# SEASONAL 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](mailto:crkeller@gotrnova.org) or (703) 273-3153





# 5K Sponsorship Opportunities

Presenting \$15,000 - Committed for 2023

Finish Line \$8,000 - Committed for 2023



<b>Medalist</b> <b>\$7,500</b>	<b>Go The Distance</b> <b>\$5,000</b>	<b>Activity Station</b> <b>\$3,500</b>	<b>Inspiration Mile</b> <b>\$2,500</b>
<ul style="list-style-type: none"> <li>• Logo on back of 5K t-shirts (1,500+ distributed per season)</li> <li>• Logo on 5K bibs (3,500+ distributed per season)</li> <li>• Logo on 5K signage</li> <li>• Logo sign in start/finish line chute</li> <li>• Opportunity to host booth/table at one 5K event</li> <li>• Opportunity to hand out medals to participants as they finish</li> <li>• Logo on 3 inspiration signs along 5K course</li> <li>• Opportunity include a good luck message to participants in one pre-race email</li> <li>• Two complimentary 5K registrations</li> <li>• Social media shoutouts (2)</li> <li>• Logo with link on GOTR NOVA 5K website</li> <li>• Sponsor highlight in 5K wrap-up email</li> </ul>	<ul style="list-style-type: none"> <li>• Logo on back of 5K t-shirts (1,500+ distributed per season)</li> <li>• Logo on 5K bibs (3,500+ distributed per season)</li> <li>• Logo on 5K signage</li> <li>• Logo on 5K course maps on 5K website</li> <li>• Opportunity to host booth/table at one 5K event</li> <li>• Logo on 3 inspiration signs along 5K course</li> <li>• Opportunity include a good luck message to participants in one pre-race email</li> <li>• Two complimentary 5K registrations</li> <li>• Social media shoutout (1)</li> <li>• Logo with link on GOTR NOVA 5K website</li> <li>• Sponsor highlight in 5K wrap-up email</li> </ul>	<ul style="list-style-type: none"> <li>• Opportunity to volunteer, wear branded gear, and engage with participants at an activity station in the runner's village or on the course*</li> <li>• Company name integrated into activity station name</li> <li>• Logo on back of 5K t-shirts (1,500+ distributed per season)</li> <li>• Logo on 5K bibs (3,500+ distributed per season)</li> <li>• Logo on 5K signage</li> <li>• Complimentary 5K registration</li> <li>• Social media shoutout (1)</li> <li>• Logo with link on GOTR NOVA 5K website</li> </ul>	<ul style="list-style-type: none"> <li>• Logo on back of 5K t-shirts (1,500+ distributed per season)</li> <li>• Logo on 3 inspiration signs along 5K course</li> <li>• Complimentary 5K registration</li> <li>• Social media shoutout (1)</li> <li>• Name on GOTR NOVA 5K website</li> </ul>
			<b>Friend</b> <b>\$1,500</b>
			<ul style="list-style-type: none"> <li>• Complimentary 5K registration</li> <li>• Social media shoutout recognizing all 5K Friends</li> <li>• Name on GOTR NOVA 5K website</li> </ul>
			<b>Fan</b> <b>\$500</b>
			<ul style="list-style-type: none"> <li>• Name on GOTR NOVA 5K website</li> </ul>

\*Activity station availability may vary based on season and race location. Station examples include: Happy Hair, Bling Your Bib, Face Painting, Photobooth, Sign Making, and more. Contact Catherine Keller at [crkeller@gotrnova.org](mailto:crkeller@gotrnova.org) for more detail.



# BoostHER

\$2,500

## Unlocking power & potential



### Program Benefits

- Logo on program shirts for all participants and coaches (1,700+ seasonal participants, 350+ seasonal coaches)
- Sponsorship highlight in one Keeping Pace eNewsletter (includes opportunity to provide a personalized message to participants)
- Logo on GOTR NOVA website
- Opportunity to engage with a local team practice

### 5K Benefits

- Thank you sign in Runner's Village
- Social media shoutout before 5K
- Two complimentary 5K registrations

### General Benefits

- Recognition in GOTR NOVA Annual Report

### Support a local team for one season!\*

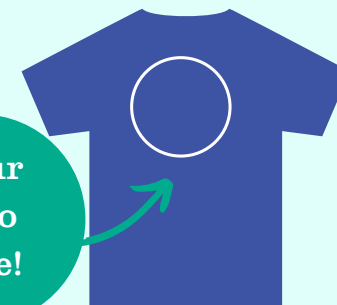


\*Want to support a team for the full school year?  
Visit our [annual opportunities](#) to learn more.

### Seasonal Sponsorship Deadlines

An agreement must be signed by March 7th to have your logo on the GOTR and H&S program shirts.

An agreement must be signed by April 10th to have your logo on the 5K shirts and bibs.



Your  
logo  
here!

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The fundraising film festival dedicated to  
*championing* women filmmakers and bringing  
people *together* in their communities.

Presenting \$5,000	Premier \$2,500	Red Carpet \$1,000	Autograph \$500
<ul style="list-style-type: none"><li>• Company name in event title</li><li>• Logo integrated with official event logo (exclusive to Presenting Sponsor)</li><li>• Logo featured on event playbill, GOTR NOVA website, event ticketing page, ticket holder gift bags, and all other event materials and communications</li><li>• Opportunity to include samples or branded items in gift bags</li><li>• Speaking role or 30-second spot about company during LUNAFEST opening</li><li>• Verbal recognition from GOTR NOVA leadership during welcoming remarks</li><li>• Two acknowledgement posts on GOTR NOVA's social media feeds</li><li>• Eight tickets to event</li></ul>	<ul style="list-style-type: none"><li>• Name and logo on event playbill, GOTR NOVA website, and event ticketing page</li><li>• Logo in reminder email to ticket holders</li><li>• Opportunity to include samples or branded items in gift bags</li><li>• Verbal recognition from GOTR NOVA leadership during welcoming remarks</li><li>• One acknowledgement post on GOTR NOVA social media</li><li>• Six tickets to event</li></ul>	<ul style="list-style-type: none"><li>• Name and logo on event playbill, GOTR NOVA website, and event ticketing page</li><li>• Opportunity to include samples or branded items in gift bags</li><li>• Verbal recognition from GOTR NOVA leadership during welcoming remarks</li><li>• Four tickets to event</li></ul>	<ul style="list-style-type: none"><li>• Name and logo on event playbill and GOTR NOVA website</li><li>• Opportunity to include samples or branded items in gift bags</li><li>• Verbal recognition from GOTR NOVA leadership during welcoming remarks</li><li>• Two tickets to event</li></ul>
			Supporting Actress \$250
			<ul style="list-style-type: none"><li>• Name on event playbill and GOTR NOVA website</li><li>• One ticket to event</li></ul>
<p><b>LUNAFEST</b> features a program of short films that <i>empower</i> and <i>inspire</i>. These stories are told from a variety of perspectives that <i>champion</i> women and gender nonconforming individuals, highlighting their <i>aspirations, accomplishments, resilience, strength, and connection</i>.</p>			

