



THE FINISH LINE IS JUST THE

beginning

2023 - 2024 5K Sponsorship Opportunities



OUR MISSION:



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

HOW TO BE INVOLVED:

Sponsorship investments from local businesses are instrumental to bringing our transformational program to nearly 4,000 girls and their families each year.

They help provide financial aid and ensure our programs remain accessible, inclusive, and that no girl is turned away due to financial barriers.

Girls on the Run of Northern Virginia serves youth in Arlington, Fairfax, Loudoun and Prince William Counties, as well as Alexandria City, Falls Church City, Manassas City, and Manassas Park.



WHAT IS GIRLS ON THE RUN?

Girls on the Run®, a 501(c)3 nonprofit, is a physical activity-based positive youth development program designed to enhance girls' social, psychological, and physical skills and behaviors to successfully navigate life experiences.

Our unique 10-week season follows a research-based curriculum that is structured around understanding ourselves, valuing relationships and teamwork, and recognizing how we can shape the world at large.

Participants gain critical life skills including:

- Confidence
- Character
- Care
- Connections
- Competence
- Contribution to their community

Each spring and fall season concludes with celebratory 5K events that recognize the completion of the season.

1,659



Volunteers*

\$189,000



3,630



Participants Served*

3,468



5K Participants*

MEDIA PRESENCE

Facebook: 5,400+

Instagram: 2,000+

Twitter: 2,000+

LinkedIn: 700+

Keeping Pace Newsletter: 5,000+



*From July 2022 - June 2023

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

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

Each season, Girls on the Run of NOVA's 5K Celebration weekend draws **4,500+** participants, their caregivers, volunteer coaches, community members, and event volunteers to cap off a successful season. In addition to the benefits listed below, all 5K sponsors will receive name or logo placement on a sign thanking all of our supporters in the Celebration Village and a mention in GOTR NOVA's Keeping Pace e-newsletter following the event.

Exclusive

5K Presenting Sponsor

\$10,000 per season

- Logo integrated into Girls on the Run 5K logo and featured anywhere the 5K logo is placed, including:
 - Front of 5K t-shirts
 - 5K bibs
 - 5K event signage
 - 5K email communications to registrants, parents/guardians, and volunteers
 - Large logo placement in start/finish line chute
- Guaranteed booth/table at both 5K sites
- Opportunity to hand out medals to participants as they finish
- Speaking opportunity at starting line
- Verbal recognition during event announcements
- Logo on 3 inspiration signs along 5K course
- Opportunity to include a good luck message to participants in one pre-race email
- Eight complimentary 5K registrations
- Acknowledgement on GOTR NOVA social media channels
- Logo with link on GOTR NOVA 5K website
- Sponsor highlight in 5K wrap-up email



presented by:

YOUR LOGO HERE



The Presenting Sponsor is a core supporter of a capstone of GOTR programming. Crossing the finish line instills confidence through accomplishment and is a joyful moment every program participant will remember. Contact Catherine Keller, ckeller@gotrnova.org, today to send our participants your message of support!

BECOME A PART OF OUR *celebration*



5K Medalist Sponsor

\$7,500 per season

- Logo on back of 5K t-shirts
- Logo on 5K bibs
- Logo on 5K signage
- Logo sign in start/finish line chute
- Guaranteed booth/table at one 5K site
- Opportunity to hand out medals to participants as they finish
- Logo on 3 inspiration signs along 5K course
- Opportunity to include a good luck message to participants in one pre-race email
- Six complimentary 5K registrations
- Acknowledgement on GOTR NOVA social media channels
- Verbal recognition during event announcements
- Logo with link on GOTR NOVA 5K website
- Sponsor highlight in 5K wrap-up email

My daughter was so *proud* of herself
when she completed the 5K!

- GOTR Parent/Caregiver


5K Go the Distance Sponsor

\$5,000 per season

- Logo on 5K t-shirts
- Logo on 5K bibs
- Logo on 5K signage
- Logo on 5K course maps on 5K website
- Opportunity to host booth/table at one 5K site*
- Logo on 3 inspiration signs along 5K course
- Opportunity to include a good luck message to participants in one pre-race email
- Four complimentary 5K registrations
- Acknowledgement on GOTR NOVA social media channels
- Verbal recognition during event announcements
- Logo with link on GOTR NOVA 5K website
- Sponsor highlight in 5K wrap-up email

5K Inspiration Mile Sponsor

\$2,500 per season

- Logo on 5K t-shirts
 - Logo on 3 inspiration signs along 5K course
 - Opportunity to host booth/table at one 5K site*
 - Three complimentary 5K registrations
 - Acknowledgement on GOTR NOVA social media channels
 - Verbal recognition during event announcements
 - Name on GOTR NOVA 5K website
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Girls on the Run helped my daughter
make new friends and gain the
courage to complete the 5K!

- GOTR Parent/Caregiver

5K Friend Sponsor

\$1,500 per season

- Opportunity to host booth/table at one 5K site*
- Logo on GOTR NOVA 5K website
- Two complimentary 5K registrations
- Acknowledgement on GOTR NOVA social media channels

5K Fan Sponsor

\$500 per season

- Logo on GOTR NOVA 5K website
- One complimentary 5K registration

*Availability of booth space is dependent on the 5K site location and may be limited. Lock in your sponsorship today to secure your spot in the Celebration Village! Contact Catherine Keller, crkeller@gotrnova.org, for more details.

SPONSORSHIP BREAKDOWN

SPONSORSHIP ENTITLEMENTS	SPONSORSHIP LEVELS					
	PRESENTING	MEDALIST	DISTANCE	INSPIRATION	FRIEND	FAN
Complimentary 5K registrations	8	6	4	3	2	1
Digital logo placement	Website All 5K emails	Website	Website	Website	Website	Website
Printed logo placement	5K shirt 5K bib Event signage Finish line chute Thank you sign	5K shirt 5K bib Event signage Finish line chute Thank you sign	5K shirt 5K bib Event signage Thank you sign	5K shirt Thank you sign	Thank you sign	Thank you sign
Opportunity to host booth at 5K	 Guaranteed!	 Guaranteed!				
Social media acknowledgement						
Verbal recognition at 5K						
Inspiration signs	3	3	3	3		
Exclusive "Presenting Sponsor" naming rights						

WILL YOU CHEER ON OUR *participants* THIS SEASON?

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Girls on
the run

5K

SPONSORSHIP LEVELS

- ☐ Presenting Sponsor.....\$10,000
- ☐ Medalist Sponsor.....\$7,500
- ☐ Distance Sponsor.....\$5,000
- ☐ Inspiration Sponsor.....\$2,500
- ☐ Friend Sponsor.....\$1,500
- ☐ Fan Sponsor.....\$500

Select your
sponsorship
level.

SPONSOR INFORMATION

Company Name: _____

First and Last Name: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

PAYMENT INFORMATION

Pay online using the following URL or scan the QR code.

<https://bit.ly/GOTR-NOVA-5K-Sponsor>



If paying by check, please make checks payable to Girls on the Run of NOVA and mail it to:

Girls on the Run of Northern Virginia
10301 Democracy Ln. Suite 100, Fairfax, VA 22030

☐ Please send me an invoice

Please email or mail this sponsorship form to Catherine Keller at crkeller@gotrnova.org or
10301 Democracy Ln. Suite 100, Fairfax, VA 22030