



PROGRAM SPONSORSHIPS



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 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.

1,943



Volunteers*

\$195,538



3,873



Participants Served*

3,699



5K Participants*

MEDIA PRESENCE

Facebook: 5,400+

Instagram: 2,200+

LinkedIn: 700+

Keeping Pace Newsletter: 5,200+



*From July 2023 - June 2024

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

LIMITLESS POTENTIAL SPONSOR

\$25,000 per year and above

Partners who join Girls on the Run of NOVA at the Limitless Potential sponsorship level play more than just a supporting role in our work. Our Limitless Potential partners participate in our growth, playing an immersive role in our community by joining us at our events, cheering on our participants, and participating in other premiere GOTR experiences.

Our Limitless Potential sponsors are recognized as our core supporters across all facets of our program and our 5K celebrations, including, but not limited to:

- Category exclusivity covering Limitless Potential, Star Power, and Energy Award levels
- Logo on program shirts for participants and coaches for 2 consecutive seasons (4,000+ annual participants, 1,000+ annual coaches)
- Logo featured in program-related communications, including registration confirmation emails and our Keeping Pace e-newsletter
- Written piece about our partnership in one Keeping Pace e-newsletter (6,000 readers)
- Logo and link to company website at highest level on GOTR NOVA website
- Multiple acknowledgments of support each season across multiple social media channels
- Logo on back of 5K shirts
- Logo on 5K participant bibs
- Logo on 5K event signage, including signage in the start/finish line chute
- Logo and link to company website on GOTR NOVA 5K page
- Guaranteed booth/table in the 5K Celebration Village
- Opportunity to brand an activity station or cheer station at the 5K
- Opportunity to include a good luck message to participants in one pre-race email
- Five complimentary registrations for each seasonal 5K
- Verbal recognition at 5K
- Speaking opportunity at starting line
- Logo in 5K wrap-up email to all participants
- Recognition at the highest level in the GOTR NOVA Annual Report



Star Power Sponsor \$20,000 per year

- Logo on program shirts for participants and coaches for 2 consecutive seasons (4,000+ annual participants, 1,000+ annual coaches)
- Logo in program registration confirmation email
- Logo in Keeping Pace eNewsletter
- Logo and link to company website on GOTR NOVA website
- Acknowledgment on GOTR NOVA social media channels
- 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)
- Recognition in GOTR NOVA Annual Report

Empower her stride.
Inspire her pride.

**Medalist 5K
benefits included**
\$7,500 value

**Go the Distance 5K
benefits included**
\$5,000 value

Energy Award Sponsor \$10,000 per year

- Logo on program shirts for participants and coaches for 2 consecutive seasons (4,000+ annual participants, 1,000+ annual coaches)
- Logo in program registration confirmation email
- Logo in Keeping Pace eNewsletter
- Logo and link to company website on GOTR NOVA website
- Acknowledgment on GOTR NOVA social media channels
- 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)
- Recognition in GOTR NOVA Annual Report

“Girls on the Run taught me to *believe* in myself and *never* give up.”

- Girls on the Run Participant

Teamwork Sponsor \$5,000 per year

- Logo on program shirts for participants and coaches for 2 consecutive seasons (4,000+ annual participants, 1,000+ annual coaches)
- Logo in Keeping Pace eNewsletter
- Logo and link to company website on GOTR NOVA website
- Acknowledgment on GOTR NOVA social media channels each season
- 5K Sponsorship benefits at the Friend Sponsor level for one season (Fall or Spring), to be agreed upon between sponsor and GOTR NOVA (\$1,500 value)
- Recognition in GOTR NOVA Annual Report

**Friend 5K
benefits included**
\$1,500 value

“Girls on the Run taught me that I can reach my *goals*.”

- Girls on the Run Participant

SPONSORSHIP BREAKDOWN

SPONSORSHIP ENTITLEMENTS	SPONSORSHIP LEVELS			
	LIMITLESS POTENTIAL	STAR POWER	ENERGY AWARD	TEAMWORK
Printed logo placement	2 Seasons Program t-shirts 5K t-shirts 5K bibs 5K Signage	2 Seasons Program t-shirts 1 Season 5K t-shirts 5K bibs 5K Signage	2 Seasons Program t-shirts 1 Season 5K t-shirts 5K bibs 5K Signage	2 Seasons Program t-shirts
Digital logo placement	Website Program emails Bimonthly newsletter Annual report	Website Program confirmation Bimonthly Newsletter Annual report	Website Program confirmation Bimonthly Newsletter Annual report	Website Program confirmation Annual report
Social media acknowledgement	 Multiple Guaranteed!	 Guaranteed!	 Guaranteed!	 Guaranteed!
5K benefits	2 Seasons Speaking engagement 10 entries Verbal recognition at 5K Guaranteed booth at 5K	1 Season 6 entries Verbal recognition at 5K Guaranteed booth at 5K	1 Season 4 entries Verbal recognition at 5K	1 Season 2 entries

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



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Seasonal
opportunity!

BOOSTER SPONSOR

\$2,500 per season

- Logo on program shirts for all participants and coaches for one season (2,000+ seasonal participants, 500+ seasonal coaches)
- Sponsorship highlight in one Keeping Pace eNewsletter (includes opportunity to provide a personalized message to participants)
- Logo and link to company website on GOTR NOVA website
- Opportunity to engage with a local team practice
- Thank you sign in 5K Celebration Village
- Acknowledgment on GOTR NOVA social media channels
- Two complimentary 5K registrations
- Recognition in GOTR NOVA Annual Report

Provides **15**
scholarships to local
participants!

*Support LOCAL PARTICIPANTS AND
connect WITH A LOCAL TEAM!*



UNDERWRITE A CUSTOM GOTR NOVA NEED

Every GOTR season presents a new series of opportunities and challenges. Ask our staff about how you could support a specific project and we will work with you to build a custom plan for recognition.

Examples of unique projects include but are not limited to:

- Supporting the unique needs and circumstances of a low-income team or community
- Strengthening GOTR NOVA staff impact through professional development opportunities
- Amplifying the story of GOTR through a marketing project

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