



Confidence Today. Endless Possibilities Tomorrow.



Your partnership helps local kids build confidence, strengthen relationships, and recognize their limitless potential.

5K Sponsorship Guide



TODAY'S GIRLS NEED US MORE THAN EVER

She Has **Limitless Potential**. The Challenges She Faces Are Growing.

Mental health concerns are rising. Nearly 3 in 5 teen girls reported feeling persistently sad or hopeless.

Physical activity is declining. Girls are less likely than boys to get the daily physical activity they need to support both physical and mental well-being.

Confidence is declining. Only 68% of 5th and 6th grade girls describe themselves as confident, down from 86% in 2017.

Connection is harder to find. Many girls report loneliness, bullying, and social pressures that impact their sense of belonging.

That's Where **Girls on the Run** Comes In.

Girls on the Run is more than an after-school program. Through a research-based curriculum, trained volunteer coaches, and joyful movement, girls build the confidence, connection, and life skills they need to navigate life's challenges.



of participants report increased confidence



feel included and like they belong



say they learn essential life skills



say Girls on the Run makes them want to be physically active

And The Impact Doesn't End When The Season Does. The Impact **Lasts For Years**.

The Girls on the Run Alums Study found that girls continue using lessons learned in the program years later as they navigate middle school and adolescence.



of alums said Girls on the Run had a positive impact on their lives



said it helped them set and achieve goals



said it helped them resolve conflicts



said it positively influenced how they see themselves



credited Girls on the Run with influencing their continued involvement in physical activity

Your Sponsorship Creates **Opportunities** for Girls.

When you invest in Girls on the Run of Northern Virginia, you're helping girls develop the confidence to speak up, the skills to build healthy relationships, and the resilience to navigate challenges for years to come.

Because of supporters like you, each year we are able to:

● Serve **4,000+** girls

● Partner with **150+** schools & community sites

● Provide **\$240,000+** in financial assistance

● Train **400+** volunteer coaches

Become a Sponsor. Change a Girl's Story. **Strengthen** Our Community.

Sponsorship Options

Presenting Sponsor.....	\$15,000
Put your signature on this cornerstone event with exclusive naming rights and recognition.	
Event Safety Sponsor.....	\$8,000
Help ensure a safe 5K by underwriting on-course police support.	
Welcome Sponsor.....	\$5,000
Welcome participants and families to a morning of celebration, confidence, and accomplishment.	
Finish Line Sponsor.....	\$3,000
Celebrate every finisher with healthy snacks, medals, and high-fives.	
Comfort Station Sponsor.....	\$3,000
Keep families comfortable by underwriting essential event amenities.	
Inspiration Mile Sponsor.....	\$2,500
Cheer participants on with inspiring messages along the 5K course.	
Care Sponsor.....	\$1,500
Support participant care, from bandages to on-site medical personnel.	
Village Sponsor.....	\$1,000
Bring the Celebration Village to life with a pump-up activity or your own booth.	
Fan Sponsor.....	\$500
Show our families how you're rooting for them this season.	

A La Carte Options

- Booth in the celebration village only (no other recognition)..... **\$500**
- 3 Inspiration signs along the course (no other recognition)..... **\$500**
- One inspiration sign along the course (no other recognition)..... **\$250**
- Lawn sign in village with personal message..... **\$150**

GIRLS ON THE RUN
IS SO MUCH FUN!

Girls on the Run taught me that I was *worthy* of having good friends, being *loved*, and being cared about. Girls on the Run taught me about self-worth, that I am *valuable* and that I *matter*.

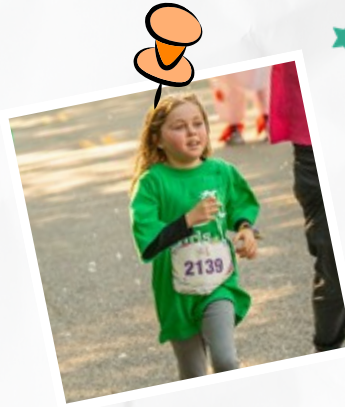


Presenting Sponsor

Exclusive

\$15,000

- ★ 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 event
- ★ 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
- ★ 10 complimentary 5K registrations
- ★ Acknowledgement on GOTR NOVA social media channels
- ★ Logo with link on GOTR NOVA 5K website
- ★ Name/Logo on Thank You Sponsors sign displayed at both events
- ★ Sponsor highlight in 5K wrap-up email



As the Presenting Sponsor, your support powers the culminating celebration of the Girls on the Run season. **The 5K is more than a finish line**, it is a powerful milestone where every participant experiences the confidence that comes from achieving a goal and creates a joyful memory that will stay with them.

Event Safety Sponsor

\$8,000

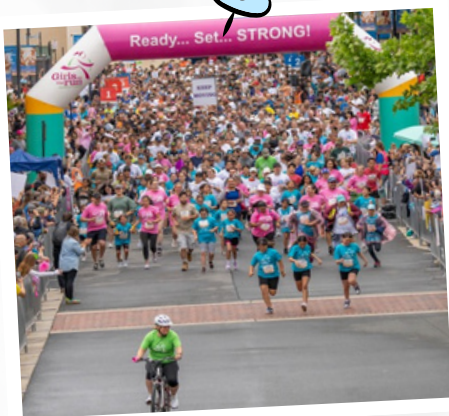
- Logo on 5K shirts
- Logo on 5K bibs
- Large logo placement inside start/finish line chute
- Exclusive Safety Sponsor sign placed in Celebration Village
- Verbal recognition during event
- Opportunity to include a good luck message to participants in one pre-race email
- 8 complimentary 5K registrations
- Acknowledgement on GOTR NOVA social media channels
- Logo with link on GOTR NOVA 5K website
- Name/Logo on Thank You Sponsors sign displayed at both events
- Sponsor highlight in 5K wrap-up email



Welcome Sponsor

\$5,000

- Logo on 5K shirts
- Logo on 5K bibs
- Large logo placement inside start/finish line chute
- Welcome signage at Registration/check-in tables
- Lawn signs with welcome message near entrance to village
- Opportunity to have a welcoming booth at Celebration Village
- 5 Complimentary 5K registrations
- Acknowledgement on GOTR NOVA social media channels
- Verbal recognition during event announcements
- Logo with link on GOTR NOVA 5K website
- Name/Logo on Thank You Sponsors sign displayed at both events



Finish Line Sponsor

\$3,000

- Logo on 5K t-shirts
- Logo on 3 inspiration signs along 5K course
- Large logo placement in start/finish line chute
- 3 complimentary 5K registrations
- Acknowledgement on GOTR NOVA social media channels
- Verbal recognition during event announcements
- Logo with link on GOTR NOVA 5K website
- Name/Logo on Thank You Sponsors sign



Comfort Station Sponsor

\$3,000

- Signage at comfort station in celebration village
- Logo on GOTR NOVA 5K website
- 3 complimentary 5K registrations
- Name/Logo on Thank You Sponsors sign
- Acknowledgement on GOTR NOVA social media channels



Inspiration Mile Sponsor

\$2,500

- Logo on 5K t-shirts
- Logo on 3 inspiration signs along 5K course
- Opportunity to host booth/table at one 5K site
- 3 complimentary 5K registrations
- Acknowledgment on GOTR NOVA social media channels
- Verbal recognition during event announcements
- Logo with link on GOTR NOVA 5K website
- Name/Logo on Thank You Sponsors sign

Care Sponsor

\$1,500

- Signage at medical tent in celebration village
- Logo on GOTR NOVA 5K website
- Two complimentary 5K registrations
- Name/Logo on Thank You Sponsors sign
- Acknowledgment on GOTR NOVA social media channels



Village Sponsor

\$1,000

- Opportunity to host booth/table at one 5K site OR brand an existing Activity Station with signage
- Logo on GOTR NOVA 5K website
- Two complimentary 5K registrations
- Name/Logo on Thank You Sponsors sign
- Acknowledgement on GOTR NOVA social media channels

BELIEVE IN
YOURSELF



Fan Sponsor

\$500

- Name/Logo on GOTR NOVA 5K website
- One complimentary 5K registration
- Name/Logo on Thank You Sponsors sign
- One lawn sign in Celebration Village with message of your choice to participants





SPONSORSHIP LEVELS

SELECT YOUR
LEVEL OR
OPTIONS

A LA CARTE OPTIONS

- ☐ Presenting Sponsor.....\$15,000
- ☐ Event Safety Sponsor.....\$8,000
- ☐ Welcome Sponsor.....\$5,000
- ☐ ~~Finish Line Sponsor.....\$3,000~~
- ☐ Comfort Station Sponsor.....\$3,000
- ☐ Inspiration Mile Sponsor.....\$2,500
- ☐ Care Sponsor.....\$1,500
- ☐ Village Sponsor.....\$1,000
- ☐ Fan Sponsor.....\$500

- ☐ Booth in the celebration village only
(no other recognition).....\$500
- ☐ 3 Inspiration signs along the course
(no other recognition).....\$500
- ☐ One inspiration sign along the course
(no other recognition).....\$250
- ☐ Lawn sign in village with personal
message.....\$150

SPONSOR INFORMATION

Company Name: _____

First and Last Name: _____

Street Address: _____

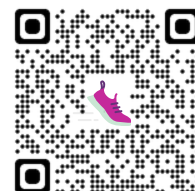
City: _____ State: _____ Zip: _____

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