



Confidence Today. Endless Possibilities Tomorrow.



Program Sponsorship Guide

Your sponsorship creates value in three ways:

Visibility connects your organization with thousands of girls, families, and community members throughout Northern Virginia.

Engagement creates meaningful opportunities for your employees and customers to experience the Girls on the Run mission firsthand.

Impact helps more girls access a transformational program that builds confidence, connection, and resilience.



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

Limitless Potential Sponsor.....	\$25,000+
Star Power Sponsor.....	\$15,000
Heart Power Sponsor.....	\$10,000
Teamwork Sponsor.....	\$5,000
Mountain Mover Sponsor.....	\$2,500

Additional Options

Speak Up Sponsor.....	\$500
I Can Power Sponsor.....	\$305

Custom Opportunities

Every sponsorship directly supports GOTR NOVA's ability to provide empowering programming to girls across Northern Virginia. Custom sponsorship opportunities are available for organizations interested in underwriting a specific program cost, event expense, or participant experience. Contact Catherine Keller, Director of Development, at ckeller@gotrnova.org.

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*.



Limitless Potential Sponsor

\$25,000+

- Category exclusivity covering Limitless Potential, Star Power, and Heart Power levels
- GOTR NOVA Core Program Recognition Package - two seasons
- Activation opportunities:
 - Visit or speak at GOTR day camp/pop-up lessons
 - Complimentary GOTR for Grown-ups workshop(s) given at your company
- Podcast Recognition:
 - Verbal recognition as a GOTR NOVA sponsor throughout the sponsorship period
 - Three dedicated ad placements
- 5K Recognition
 - Two seasons of Premium 5K Recognition

LET YOUR
STAR POWER
SHINE

Star Power Sponsor

\$15,000

- GOTR NOVA Core Program Recognition Package - two seasons
- Activation Opportunities:
 - Visit or speak at GOTR day camp/pop-up lessons
 - Complimentary GOTR for Grown-ups workshop(s) given at your company
- Podcast Recognition:
 - Verbal recognition as a GOTR NOVA sponsor throughout the sponsorship period
 - Two dedicated ad placements
- 5K Recognition
 - Two seasons of Enhanced 5K Recognition



Heart Power Sponsor

\$10,000

- GOTR NOVA Core Program Recognition Package - two seasons
- Activation Opportunity:
 - Complimentary GOTR for Grown-ups workshop(s) given at your company
- Podcast Recognition:
 - Verbal recognition as a GOTR NOVA sponsor throughout the sponsorship period
 - One dedicated ad placement
- 5K Recognition
 - Two seasons of Enhanced 5K Recognition



Teamwork Sponsor

\$5,000

Covers the average scholarship amount for a team of 16 girls for one school year.

- GOTR NOVA Core Program Recognition Package - two seasons
- Activation Opportunities:
 - Sponsored Team Experience: We will select a nearby team to become your sponsored team and work with you to schedule an exclusive visit with the team during the sponsorship period.
- 5K Recognition:
 - Two Seasons of Core 5K Recognition



Mountain Mover Sponsor

\$2,500

Covers the average scholarship amount for a team of 16 girls for one season.

- GOTR NOVA Core Program Recognition Package - one season
- Activation opportunities:
 - Sponsored Team Experience: We will select a nearby team to become your sponsored team for your selected season and work with you to schedule an exclusive visit with the team.
- 5K Recognition:
 - One season of Supporting 5K Recognition



Speak Up Sponsor

- One podcast ad placement
- Website recognition for one season

\$500



I Can Power Sponsor

\$305

Covers the full operational cost of one GOTR participant for one season.

- Website recognition for one season

Custom Opportunities

Every sponsorship directly supports GOTR NOVA's ability to provide empowering programming to girls across Northern Virginia. Custom sponsorship opportunities are available for organizations interested in underwriting a specific program cost, event expense, or participant experience. Contact Catherine Keller, Director of Development, at crkeller@gotrnova.org.

BELIEVE IN
YOURSELF



5K and Program Recognition Packages

Core Program Recognition Package

- Logo on participant and coach shirts
- Logo on GOTR NOVA website
- Logo in select program communications
- Social media recognition
- Logo in annual report
- Opportunity to visit a GOTR practice

5K Recognition Packages

SUPPORTING RECOGNITION

- Logo on GOTR NOVA 5K website
- Logo on 5K sponsor acknowledgement sign
- Complimentary registrations to 5K
- Verbal recognition at event
- Logo in 5K wrap-up email to all participants

CORE RECOGNITION

- All Supporting recognition, plus:
- Opportunity to include a good luck message in one pre-race email
- Recognition on inspirational course signage

ENHANCED RECOGNITION

- All Core recognition, plus:
- Logo on 5K shirts and participant bibs
- Prominent logo placement at the finish line
- Opportunity to have a booth/table in the Celebration Village

PREMIUM RECOGNITION

- All Enhanced recognition, plus:
- Option to brand an existing activity station in Celebration Village
- Speaking opportunity at event
- Premium volunteer group placement at event

Your sponsorship empowers girls across Northern Virginia to build the **confidence**, **connections**, and **life skills** they need to thrive today and for years to come.



SPONSORSHIP LEVELS

- ☐ Limitless Potential Sponsor.....\$25,000+
- ☐ Star Power Sponsor.....\$15,000
- ☐ Heart Power Sponsor.....\$10,000
- ☐ Teamwork Sponsor.....\$5,000
- ☐ Mountain Mover Sponsor.....\$2,500
- ☐ Speak Up Sponsor.....\$500
- ☐ I Can Power Sponsor.....\$305



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-Program-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