



calling all community partners!

Last year, more 1,800 girls, running buddies, family members, friends and cheerleaders gathered in Western Colorado participated in our GOTR 5K — a celebratory 3.1 mile run which allows 3rd through 8th grade girls to showcase their hard work and accomplishments after a season of learning and growing into confident, brave, and STRONG girls! We are thrilled to unite our communities at our 5K events.

Since 2000, Girls on the Run of Western Colorado (GOTRWC) has been serving girls in our local communities and now has a reach across 23 counties and a network of more than 600 volunteer coaches. The 10-week after-school style program inspires girls to be joyful, healthy, confident using an experience-based curriculum which creatively integrates running. Trained volunteer coaches teach foundational life skills through dynamic, interactive lessons. We continue to have one of the lowest program fees in the country at just \$75 per girl, with readily available scholarships because of generous donors and sponsors, who empower girls to keep running, learning and growing.

Our communities need Girls on the Run

- ❁ Studies show that 3rd through 8th grade is a **critical** period of time for girls to build self-confidence. It begins to drop by age nine and 50% of girls ages 10 to 13 experience bullying.
- ❁ A recent, independent study found Girls on the Run intentional life skills curriculum, delivered by highly trained coaches, positively impacting girls' lives by helping them increase their self-confidence, develop healthy relationships and feel good about themselves.
- ❁ At an age when girls are constantly trying to measure up to ideas of who they "should" be when they're still discovering who they are, Girls on the Run shows them their potential isn't just enormous, it's beyond measure!

By sponsoring this event, we invite you to provide lifelong impact and contribute to happy and healthy communities. Enclosed is a sponsorship packet outlining the impact opportunities available. Please contact us with any questions or ideas for a partnership that you might have at info@gotrwesterncolorado.org.

Contribute online

Spring:

www.pinwheel.us/donate/Spring-5K-Sponsors-2023

Fall:

www.pinwheel.us/donate/fall-2023-5k-sponsors

and email this form to

marlena@gotrwesterncolorado.org

OR

Mail a check to:

Girls on the Run of Western Colorado
202 North Avenue, #284
Grand Junction, Colorado 81501

We sincerely thank you for considering a partnership with Girls on the Run of Western Colorado.

Thank You!



Sponsor Commitment Form

Please complete the following information:

Company Name (exactly as you would like business to be named on race materials):

Primary Contact Person: _____

Email for Contact Person: _____

Phone: _____

Business Address, City, Zip: _____

Contact Person to obtain logo: _____

Email: _____

Phone: _____

Email business logos to marlena@gotrwesterncolorado.org – please submit both an eps and jpeg
GOTR Referral/Contact (if applicable):

Optional but appreciated: include a statement with your main reason for supporting the GOTRWC girls:

Submit form by _____ to be guaranteed recognition on our race materials.

Please select the event location and level you would like to sponsor:

Event ✓

Level ✓

| | | | |
|---------------------|-------------------|---|--|
| Durango | | Program Sponsor (\$6,500) | |
| Frisco | | Champion (\$5,000) | |
| Steamboat Springs | | Ultra (\$2,500) | |
| Mesa County | | 10K (\$750) | |
| Spring 2023 Sponsor | Fall 2023 Sponsor | 5K (500) | |
| | | Pacesetter (\$165-499) in the amount of \$ _____ | |
| | | In-Kind (Swag/Food/Waters/Race related items/etc) | |



Scan one of the QR codes coordinating to your
event to contribute or visit

Spring:

<https://www.pinwheel.us/donate/Spring-5K-Sponsors-2023>

Fall:

<https://www.pinwheel.us/donate/fall-2023-5k-sponsors>

and email this form to

marlena@gotrwesterncolorado.org

OR

Mail a check to:

Girls on the Run of Western Colorado
202 North Avenue, #284
Grand Junction, Colorado 81501

For more information, questions or to inquire about a custom partnership, please email
info@gotrwesterncolorado.org. Thank you for supporting Girls on the Run of Western Colorado!

Girls on the Run of Western Colorado is a nonprofit organization under section 501(c)3 of the Internal Revenue Code. Qualified donations are tax deductible.

HIP HIP HOORAY FOR THE GOTR 5K!

You're invited to sponsor our spring event!

FUN FACTS: 2023 Edition

★ May 6, 2023

★ Our last Fruita 5K attracted 500+ community members and 785 program participants - with spectators and cheerleaders, an estimated total of 1,800 were in attendance!

★ 400+ Volunteers - Coaches, running buddies, and event volunteers

★ "It was so powerful to see all the girls running, especially crossing the finish line!" - GOTR Parent

Course Info:

"Fruita's course flows through family-friendly Cherry Street, meandering between the neighborhoods of Fruita and following a paved path ending at the Fruita Community Center."



Activate her STAR power



Help us reach
our goal of
\$20,000 to
keep the girls
RUNNING!



SPONSORSHIP OPPORTUNITIES



LEVEL OF CONTRIBUTION

BENEFIT OF CONTRIBUTION

Program Sponsor \$6,500

- 1 opportunity per season
- Exclusive title of "Presenting Program Sponsor"
- Company logo/name on girls' official event-day t-shirt, event swag, event posters, on website, on social media
- Additional sponsor recognition: Radio ads, recognized @ 5K, option for info inserts for event registration packet
- Sponsor booth invitation at 5K GOTR Celebration Village
- 6 Complimentary 5K entries for your team, family or friends

Champion \$5,000

- Volunteer Opportunity Stations & "Presented by" rights
 - May include finish line, water station, cheer stations, mile marker stations — priority on first come basis
- Company logo/name on girls' official event-day t-shirt, event swag, event posters, website, social media
- Additional sponsor recognition: Radio ads, recognized @ 5K, option for info inserts for event registration packet
- Sponsor booth invitation to present at 5K GOTR Celebration Village
- 5 Complimentary 5K entries for your team, family or friends

Ultra \$2,500

- Volunteer Opportunity Stations permission
 - May include finish line, water station, cheer stations, mile marker stations — priority on first come basis
- Company logo/name on girls' official event-day t-shirt, event posters, on website, on social media
- Additional sponsor recognition: Radio ads, recognized @ 5K, option for info inserts for event registration packet
- Sponsor booth invitation at 5K GOTR Celebration Village
- 4 Complimentary 5K entries for your team, family or friends

SPONSORSHIP OPPORTUNITIES



LEVEL OF CONTRIBUTION

BENEFIT OF CONTRIBUTION

**Marathon
\$1,250**

- Company logo/name on girls' official event-day t-shirt, event posters, on website, social media
- Additional sponsor recognition: Radio ads, recognized @ 5K, option for info inserts for event registration packet
- Sponsor booth invitation to present at 5K GOTR Celebration Village
- 3 Complimentary 5K entries

**10K
\$750**

- Company name on girls' official event-day t-shirt, event posters, on website, on social media
- Additional sponsor recognition: Radio ads, recognized @ 5K, option for info inserts for event registration packet
- Sponsor booth invitation at 5K GOTR Celebration Village
- 2 Complimentary 5K entries for your team, family or friends

**5K
\$500**

- Company name on girls' official event-day t-shirt, on event posters, on website, on social media
- Additional sponsor recognition: Radio ads, recognized @ 5K, option for info inserts for event registration packet
- Sponsor booth invitation at 5K GOTR Celebration Village
- 1 Complimentary 5K entry for a team member, family or friend

**Pacesetter
\$165-499**

- Sponsor recognition: Radio ads, recognized @ 5K, option for info inserts for event registration packet

Custom opportunities and in-kind donation opportunities are available.

Please contact our office to learn more.

YOUR POTENTIAL ★ ★ REACH & IMPACT

Email subscribers: 8,000

Coaches: 250

Friends, Families and Supporters: 3,000+ per year

Event volunteers: 300+ per year

Program Participants: 2,000+ per year



Since 2000, GOTR of Western Colorado has provided financial assistance to more than 30% of our participants who otherwise may not have been able to participate in Girls on the Run.

Our actual cost of \$150 per participant includes curriculum books, coach training, staff support, t-shirts for the girls, coach background checks, insurance, GOTR International fees, and CPR/First Aid trainings.

































**\$150
actual
cost per
girl**

We are dedicated to ensuring that every girl has an opportunity to participate regardless of her ability to pay.

**\$30-75
registration
fee per girl**

**\$20-\$100
funding gap**

GOTR relies on fundraising revenue to make up the funding gap. This revenue comes from sponsorships, donations, events & grants.

| Details & Benefits | Program Sponsor | Champions | Ultra | Marathon | 10K | 5K | Pacesetter | In-Kind |
|---|--|--|---|--|--|---|---|---|
| Financial Commitment | \$6,500 | \$5,000 | \$2,500 | \$1,250 | \$750 | \$500 | \$165-499 | Custom Partnership |
| Number of Opportunities available | 1 per season | Unlimited | Unlimited | Unlimited | Unlimited | Unlimited | Unlimited | Unlimited |
| Exclusive Rights | Titled exclusive "presenting Program Sponsor" | Sponsor's choice of exclusive stations, with "presented by" rights | Mile Marker Cheer station invitations | | | | | |
| Company Logo or Name on Girls' official event-day T-shirts |  Logo- Large |  Logo- Large |  Logo- Medium |  Logo- Small |  Name- Large |  Name- Medium | | Recognition corresponds to tiered level benefits |
| Company Logo or Name on event swag |  |  | | | | | | Recognition corresponds to tiered level benefits |
| Company Logo or Name printed on Event Posters |  Logo- Large |  Logo- Large |  Logo- Medium |  Logo- Small |  Name- Large |  Name- Medium | | Recognition corresponds to tiered level benefits |
| Company Name or Logo on Website |  Logo |  Logo |  Logo |  Name |  Name |  Name | | Recognition corresponds to tiered level benefits |
| Company Logo or Name on Social Media |  Logo |  Logo |  Logo |  Name |  Name |  Name | | |
| Additional Sponsor Recognition | All Radio Ads, recognized @ 5K, Option for info in event Registration Packet | Local Radio Ads, recognized @ 5K, Option for info in event Registration Packet | Local Radio Ads, recognized @ 5K, Option for info in event Registration Packet | Local Radio Ads, recognized @ 5K, Option for info in event Registration Packet | Recognized @ 5K, Option for info in event Registration Packet | Recognized @ 5K, Option for info in event Registration Packet | Recognized @ 5K, Option for info in event Registration Packet | Recognized @ 5K, Option for info in event Registration Packet |
| Sponsor Booth Permissions at 5K GOTR Celebration Village |  |  |  |  |  |  | | |
| # Complimentary event entries | 6 | 5 | 4 | 3 | 2 | 1 | 1 | Recognition corresponds to tiered level benefits |
| # Complimentary event shirts | 6 | 5 | 4 | 3 | 2 | 1 | 1 | |