

# YOUR POTENTIAL REACH & IMPACT

**Email subscribers: 8,000**

**Event volunteers: 300+ per year**

**Program Participants: 1,300+ per year**

**Coaches: 250+ each season**

**Friends, Families and Supporters: 3,000+ 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 \$175 per participant includes curriculum books, coach training, staff support, t-shirts for the girls, coach background checks, insurance, GOTR International fees, CPR/First Aid trainings and more.

\$175  
actual  
cost per  
girl

\$30-75  
registration  
fee per girl

\$100-\$145  
funding gap

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

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

# SPONSORSHIP OPPORTUNITIES



Details	Champion	Ultra	Marathon	10K	5K
Investment	\$5,000	\$2,500	\$1,250	\$750	\$500
Exclusive Benefits	Sponsor's choice of exclusive stations, with "presented by" rights	Mile marker cheer station			
Company Logo or Name on Website	Large Logo	Medium Logo	Small Logo	Large Name	Medium Logo
Company Logo or Name on Website/Social Media	Logo	Logo	Name	Name	Name
# Complimentary Event Entries & T-shirts	8	6	4	3	2

Recognition includes: radio ads, announcements during 5K, and more; option for business inserts or swag in event registration packet. See contribution level pages for details.

## SUPERSTAR SPONSOR OPPORTUNITIES

In-Kind Needs	Details
Sanitation	Provide portable toilets, sanitation stations, trash can rentals, etc.
Sound & Entertainment	Provide DJ/Sound for day of event
Radio/Print Marketing or Credits	Needs include print of posters, marketing materials, radio ads, yard signs, etc.
Traffic Control	Covers all or partial course safety costs: flaggers, road closures, signage, etc.
Coach/Volunteer Nutrition	Fuel for our coaches, volunteers and event crews; includes business recognition
Post Event Nutrition	Healthy snacks 5K finish line. Refuel our runners!
Coach Appreciation Gifts	More than 400 volunteer coaches serve our GOTR girls, sponsor co-branded appreciation gifts/swag
Custom	Custom financial support is available between \$250-499 or contact our office to discuss unique opportunities.

# SPONSORSHIP OPPORTUNITIES



## LEVEL OF CONTRIBUTION

Program Sponsor \$6,500



Champion \$5,000

Ultra \$2,500

## BENEFIT OF CONTRIBUTION

- Special thanks to Alpine Bank for securing the Spring 2024 season!
- 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
- Year-long logo in our monthly newsletter
- 10 Complimentary 5K entries & event t-shirt for your team, family or friends

- Limited opportunities available
- 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
- Sponsor Spotlight in our monthly newsletter reaching 8,000+
- 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
- 8 Complimentary 5K entries & event t-shirts for your team, family or friends

- 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
- Sponsor Spotlight in our monthly newsletter reaching 8,000+
- 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 & event t-shirts 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
- 4 Complimentary 5K entries & event t-shirts for your team, family or friends

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
- 3 Complimentary 5K entries & event t-shirts 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
- 2 Complimentary 5K entries & event t-shirts for a team member, family or friend

Superstar  
Sponsor



**We would love to create a unique opportunity with you!**

- In-Kind needs: Sanitation, Sound/Entertainment, Post event Nutrition, Traffic Control, Print/Marketing, Coach/Volunteer Nutrition
- Custom financial 5K support available also. Contact us to learn more!





# 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 more than 20 counties across 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 scholarships thanks to 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!
- ✿ U.S. Surgeon General recently reported "girls who were the least active when they started the program increased their overall physical activity by more than 40%. Effects were sustained at a three-month follow-up. Furthermore, 97% of girls said that they learned critical life skills, including resolving conflict, helping others, or making intentional decisions, and 85% reported improvements in confidence, caring, competence, character development, or connection to others."

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](mailto:info@gotrwesterncolorado.org).

Contribute online via the links below and email this form to [marlena@gotrwesterncolorado.org](mailto:marlena@gotrwesterncolorado.org)  
Spring: [www.pinwheel.us/donate/Spring-5K-Sponsors-2023](http://www.pinwheel.us/donate/Spring-5K-Sponsors-2023)

OR Mail a check and the form below to:

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

## Thank You!

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



# 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](mailto: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:

<b>EVENT</b> ✓	<b>LEVEL</b> ✓
Durango (Fall)	Program Sponsor (\$6,500)
Frisco (Fall)	Champion (\$5,000)
Steamboat Springs (Fall)	Ultra (\$2,500)
Fruita (Spring)	10K (\$750)
	5K (500)
	Superstar Sponsor

Scan corresponding QR codes to contribute or visit:

Spring:

<https://www.pinwheel.us/donate/Spring-2024-5K-Sponsors>

and email this form to

[marlena@gotrwesterncolorado.org](mailto: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](mailto: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.