



# Sponsorship Levels & Benefits

## GOTR 5K & REINDEER RUN 2025



2025  
**MEMORIES**  
*in motion*  
Great Lakes Bay

# Who We Are



## MISSION

We inspire girls to be **joyful**, **healthy**, and **confident** using a fun, experience-based curriculum which creatively integrates running.



## VISION

We envision a world where every girl **knows and activates her limitless potential** and is free to boldly pursue her dreams.



# What We Do



## PROGRAMS

We offer two unique programs to girls in third to eighth grades: **Girls on the Run** and **Heart & Sole**.



## COACHES

Our life skills curriculum is delivered by **caring** and **qualified** coaches who are **trained** to build meaningful relationships, promote a mastery climate focused on personal improvement, and create a positive space where every participant feels free to be herself.



## PHYSICAL ACTIVITY

We celebrate the joy of movement! Our programs use physical activities as a platform for teaching **life skills** and **promoting holistic health outcomes** for girls.



# Why It Matters



Studies show that third through eighth grade is a critical period for girls. Their self-confidence begins to drop by **age 9**, and **50% of girls ages 10 to 13 experience bullying**.



**Nearly three in five (57%) of U.S. teen girls reported feeling persistently sad or hopeless**, roughly twice the rate of boys. That figure marks a 60% increase over the past decade, up from 36% in 2011.

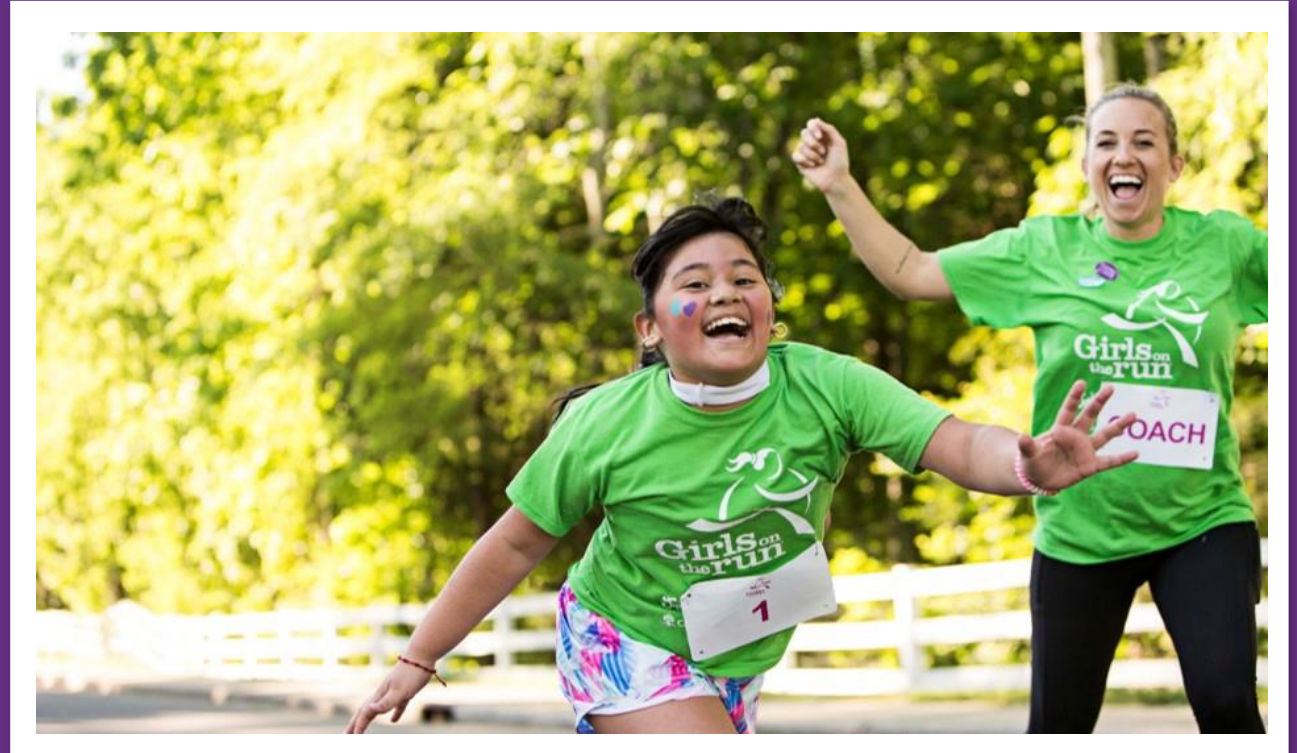


An independent study found that the combination of the Girls on the Run research-based curriculum, delivered by highly trained coaches, positively impacts girls' lives by helping them **increase their self-confidence, develop healthy relationships, and feel good about themselves**.



# Our Girls

- ★ Over 375 participants annually
- ★ Ages 8 – 13
- ★ Participant demographics reflect overall regional demographics
- ★ Programs are at a variety of school and community sites in Saginaw, Bay, Midland, Arenac, Tuscola, Huron, Clare, and Gladwin Counties
- ★ Over 40% receive financial assistance to participate, thanks to the generosity and support of local sponsors and donors
- ★ Nearly 4,500 participants served since 2010.



“From friendships to mentors, my daughter has made so many influential connections! The biggest thing is she's trying new things and continues to push herself out of her comfort zone. Without GOTR I don't think it would have been possible!”

-GOTR Great Lakes Bay Parent

# What Sets Us Apart

- ★ Girls on the Run is the **only** national physical activity-based positive youth development (PA-PYD) **program for girls with compelling evidence of impact.**
- ★ It is our combination of **research-based curriculum**, **trained coaches**, and a **commitment to serving all girls** that sets us apart as an exemplar PA-PYD program.
- ★ Named one of the **Most Influential in Health and Wellness** by the National Afterschool Association.
- ★ Named a **Top 25 research-based program** by **Harvard University** and featured as a "Bright Spot" organization in the **National Youth Sports Strategy**.
- ★ Our program offers multiple ways to participate based on local community needs.



# Our Impact

An independent study found Girls on the Run participants were **significantly more likely** than girls in physical education or organized sports programs to **learn and use life skills** including:



LEARN MORE



[www.gotrgreatlakesbay.org](http://www.gotrgreatlakesbay.org)

# Program Offerings



## GRADES 3-5

8-week program offered  
before or after school

- ★ Girls learn specific skills and strategies such as how to manage emotions, help others, make intentional decisions, and resolve conflict.
- ★ Girls are inspired to make a meaningful contribution to society through the development of a community service project.
- ★ Program ends with a celebratory, non-competitive 5K.



## GRADES 6-8

10-week program offered  
before or after school

- ★ Girls learn about themselves, explore new ideas, cultivate empathy, and develop life skills that will help them through adolescence and beyond.
- ★ Addresses the whole girl — body, brain, heart, spirit, and social connection while meeting the unique needs of this age group.
- ★ Program ends with a celebratory, non-competitive 5K.



“

“Through Girls on the Run, I learned valuable life skills like teamwork, sportsmanship, and mentorship, which have helped me become a well-rounded athlete and individual.”

- ALLY F. (GOTR ALUMNI)

# Girls on the Run 5K

At the end of each season, participants complete a 5K, **giving the girls a sense of achievement and a framework for setting life goals.** It's an inspiring celebration with friends, family, and community!



## REINDEER RUN 2025



*Benefiting*  
*Girls on the Run Great Lakes Bay*  
**Open to all community members of all ages!**

*PRESENTED BY:* **jolt**  
CREDIT UNION

## Girls on the Run Great Lakes Bay is turning 15!

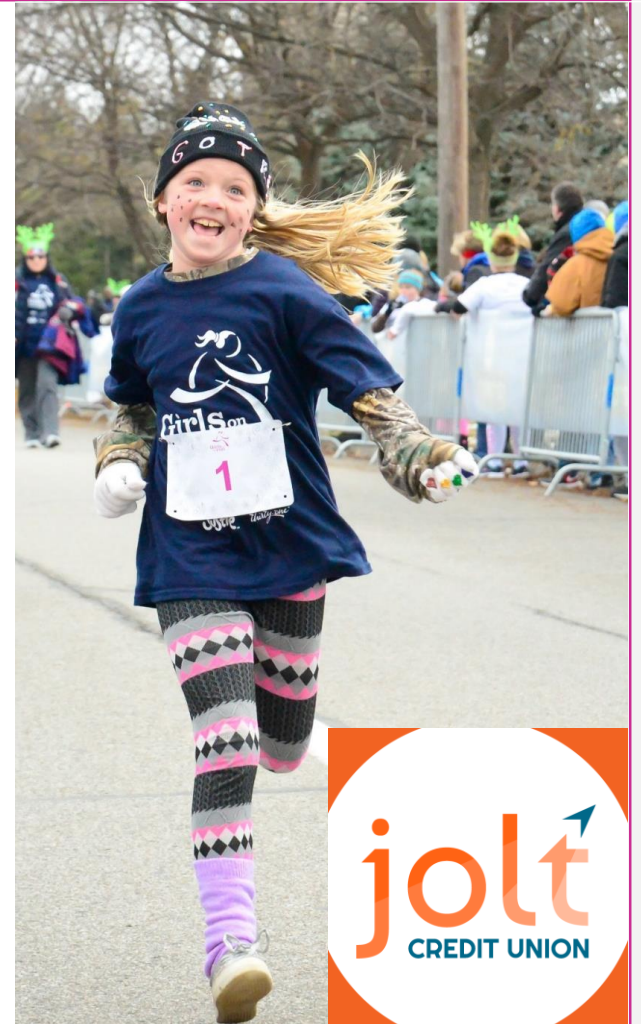
2025  
**MEMORIES**  
*in motion*  
Great Lakes Bay

Thanks to the ongoing **generosity and support** from our community, Girls on the Run Great Lakes Bay is **celebrating 15 years of memories in motion!** All community members of all ages can **join in the celebration** and support Girls on the Run by participating in the Reindeer Run. The Reindeer Run kicks off the Girls on the Run 5K.

# The Finish Line is Just the Beginning

## PRESENTING 5K SPONSOR (one available) \$5,000 – Jolt Credit Union

- ★ Category Exclusivity
- ★ Exclusive logo on back of 200 community Reindeer Run and running buddy GOTR 5K t-shirts
- ★ Exclusive logo on participant finisher photos
- ★ Prominent top logo placement on 5K Finishing Arch
- ★ Prominent logo on GOTR program and 5K flyers and signage
- ★ Prominent logo GOTR 5K webpage with link to company website
- ★ Opportunity to provide a special video message for council social media and email
- ★ Mention in all promotional materials including radio, print, digital, social media, and media releases
- ★ Official Presenting Sponsorship recognition for 5K event with opportunity to:
  - ★ Host a table
  - ★ Receive verbal recognition from event stage
  - ★ Provide an offer or ad in the digital swag bag
  - ★ Receive 10 complimentary Reindeer Run 5K entries



# The Finish Line is Just the Beginning

## FINISH LINE SPONSOR (one available)- \$3,500 – Commitment by October 1

- ★ Logo inclusion on:
  - ★ 150 Girls on the Run race bibs - exclusive
  - ★ Back of 150 Girls on the Run participant program t-shirts
  - ★ Prominent logo placement on 5K Finishing Arch
  - ★ 5K flyers and signage
  - ★ Council 5K webpage with link to company website
- ★ Exclusive company volunteer opportunity to hand out 5K medals
- ★ Mention in social media and media releases
- ★ Provide a special video message for council social media
- ★ Recognition at the 5K with the opportunity to:
  - ★ Host a table/booth
  - ★ Receive verbal recognition from event stage
  - ★ Provide an offer or ad in the digital swag bag
  - ★ Receive 8 complimentary Reindeer Run 5K entries



Your  
logo  
here!

# The Finish Line is Just the Beginning

## GIRL POWER SPONSOR- \$2,500 – Commitment by October 1

- ★ Logo inclusion on:
  - ★ Back of 150 Girls on the Run program shirts
  - ★ Logo on 5K Finishing Arch
  - ★ 5K signage
  - ★ Council 5K webpage with link to company website
- ★ Mention in social media and media releases
- ★ Company volunteer opportunity to host a water stop
- ★ Provide a special video message for council social media
- ★ Recognition at the 5K with the opportunity to:
  - ★ Host a table/booth
  - ★ Receive verbal recognition from event stage
  - ★ Provide an offer in the digital swag bag
  - ★ Receive 6 complimentary Reindeer Run 5K entries

Your  
logo  
here!

Your  
logo  
here!

Your  
logo  
here!



# The Finish Line is Just the Beginning

## Limitless Potential

### Sponsor

\$1,500

- ★ Logo on GOTR Reindeer Run photo stand-in board
- ★ Logo on 5K Arch
- ★ Logo on 5K registration page with link to website
- ★ Verbal recognition at 5K & opportunity to host a table and/or cheer station
- ★ Provide a short video for council social media
- ★ Provide an offer ad in the digital swag bag
- ★ Receive 5 complimentary 5K entries

## Energy Award

### Sponsor

\$1,000

- ★ Logo GOTR Star Power board
- ★ Logo on 5K arch
- ★ Logo on 5K registration page with link to website
- ★ Verbal recognition at 5K & opportunity to host a table and/or cheer station
- ★ Provide a short video for council social media
- ★ Provide an offer or ad in the digital swag bag
- ★ Receive 4 complimentary 5K entries

## Star Power

### Sponsor

\$500

- ★ Logo on 5K arch
- ★ Logo on 5K registration page with link to website
- ★ Verbal recognition at 5K & opportunity to host a table and/or cheer station
- ★ Provide an offer or ad in the digital swag bag
- ★ Receive 2 complimentary 5K entries

# Invest in a Girl, Change the World

**I would like to commit to a 5K sponsorship or make a one-time tax-deductible donation:**

[www.gotrgreatlakesbay.org/donate](http://www.gotrgreatlakesbay.org/donate)

## Payment Method

- ☐ My **CHECK** is made payable to Girls on the Run Great Lakes Bay
- ☐ Please bill my **CREDIT CARD** (circle one) **Visa** **Mastercard** **Discover** **American Express**

Account Number: \_\_\_\_\_

CVV Code: \_\_\_\_\_ Exp Date: \_\_\_\_/\_\_\_\_/\_\_\_\_

Printed name on card: \_\_\_\_\_

Signature: \_\_\_\_\_

Billing Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_ Zip \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

## Please complete this form and return to:

Girls on the Run Great Lakes Bay  
5647 State Street, Suite A, Saginaw, MI 48603

## Or email:

Jennifer Naegele at [jnaegele@urrinc.org](mailto:jnaegele@urrinc.org)

Girls on the Run Great Lakes Bay is an affiliated program of Underground Railroad, Inc.

- ☐ PRESENTING \$5,000
- ☐ Finish line \$3,500
- ☐ Girl Power \$2,500
- ☐ Limitless Potential \$1,500
- ☐ Energy Award \$1,000
- ☐ Star Power \$500

## What Your Contribution Means:

\$3,000 sponsors one team for a season, including 5K registrations.

\$300 will provide snacks for two teams for a season.

\$200 provides a scholarship for one girl to participate for a season.

Custom team sponsorships  
available upon request

All sponsorships include verbal recognition from the event stage at the 2025 Spring GOTR 5K at the Dow RunWalk

# Your Support Transforms Lives!

THANK YOU!



**Girls on the Run  
Great Lakes Bay**

[www.gotrgreatlakesbay.org](http://www.gotrgreatlakesbay.org)

989-399-0007 ext. 104

**Council Director**

Jen Naegele

[jnaegele@urrinc.org](mailto:jnaegele@urrinc.org)

**ADDITIONAL OPPORTUNITIES AVAILABLE!**



Volunteer at the 5K!



Coach a team of girls!



Become a SoleMate!



Become a board member!