



## Girls on the Run Maine

2023 Program and  
GOTR 5k Event  
Sponsorship Opportunities





## What We Do

- ★ We offer three unique programs to girls in 3<sup>rd</sup> to 8<sup>th</sup> grades **virtually and in person: Girls on the Run, Heart & Sole and Camp GOTR**
- ★ Our life skills curriculum is delivered by **caring and qualified coaches who are trained** to implement lessons as intended.
- ★ 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. The end of season GOTR 5k event provides girls with a tangible sense of the confidence that comes through accomplishment and a framework for achieving life goals.



In 2019 school year, Girls on the Run Maine partnered with 94 host sites in the state. A total of 1535 girls participated on 104 teams, which led to over 90 Community Impact projects.

With the help of generous sponsors and donors, we were able to provide financial assistance to 38% of our program participants who otherwise may not have been able to participate in Girls on the Run.



# Why It Matters

- Studies show that 3rd through 8th grade is a critical time for girls. Their self-confidence begins to drop **by age nine and 50% of girls ages 10 to 13 years old experience bullying.**
- A recent independent study found that the Girls on the Run intentional life skills curriculum, delivered by highly trained coaches, positively impact 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 that their potential isn't just enormous, it's beyond measure.**

"It's not only about running. It's about inspiring girls to take charge of their lives and define the future on their terms. It's a place where girls learn that they can. No limits. No constraints. Only opportunities to be remarkable."

**-Coach Sarah**



# Ignite her Star Power

## Presenting Sponsor- \$25,000

- Make a significant impact on the growth of the program
- Category Exclusivity
- “Presented by” language on all 2023 communications
- “Presented by” Company logo on tv and radio ads
- Potential media opportunities
- Shoutouts and tags on social media (Facebook and Instagram) 6-8 per year
- 2 Social Media Spotlight posts

Logo in top position on:

- Back of 2023 Program shirts for all participants and coaches
- Back of 2023 5K shirts
- Individual cinch sacks for all program participants
- 5K event signage
- GOTR-ME website with link to company website
- GOTR-ME e-newsletter

Official Presenting sponsorship for Spring and Fall 5K events with the opportunity to:

- Speak at 5K events
- Receive verbal recognition from event stage
- Host a table/booth
- Provide an item or offer at the 5K events
- Receive 10 complimentary 5K entries
- Top volunteer opportunity for employees to hand out medals at the finish line



Presenting Sponsor of Coach training program (6-8 sessions/year)

- Opportunities include:
  - Host training session
  - Provide branded gifts to coaches
  - Name/logo on presentation screen
  - Social media posts prior to training

# The Finish Line is Just the Beginning

## Title Sponsor- \$10,000

- Company Banner on Finish Line Arch at the 5K events
- Shoutouts and tags on social media (Facebook and Instagram)
- Social Media Spotlight post
- Volunteer opportunities for employees
- Logo inclusion on:
  - Back of 2023 Program shirts for all participants and coaches
  - Back of 2023 5K shirts
  - 5K event signage
  - GOTR-ME website with link to company website
  - GOTR-ME e-newsletter
- Official Title sponsorship for the Spring and Fall 5K events with the opportunity to:
  - Speak at 5K events
  - Receive verbal recognition from event stage
  - Host a table/booth
  - Provide an item or offer at the 5K events
  - Receive 5 complimentary 5K entries



# Help Her Recognize Her Limitless Potential

## Champion Sponsor- \$5,000

Logo inclusion on:

- Back of 2023 Program shirts for all participants and coaches
- Back of 2023 5K shirts
- 5K event signage
- GOTR-ME website with link to company website
- GOTR-ME e-newsletter
- Shoutouts and tags on social media (Facebook and Instagram)
- Social Media Spotlight post
- Volunteer opportunities for employees
- Recognition at the Spring and Fall 5K events with the opportunity to:
  - Receive verbal recognition from event stage
  - Host a table/booth
  - Provide an item or offer at the 5K events
  - Receive 3 complimentary 5K entries

## Partner Sponsor- \$3,000

Logo inclusion on:

- Back of 2023 5K shirts
- 5K event signage
- GOTR-ME website with link to company website
- Shoutouts and tags on social media (Facebook and Instagram)
- Volunteer opportunities for employees
- Recognition at the Spring and Fall 5K events with the opportunity to:
  - Receive verbal recognition from event stage
  - Host a table/booth
  - Provide an item or offer at the 5K events
  - Receive 2 complimentary 5K entries

# *Are you all in?*

## **Extended Partner Sponsor- \$3,000 per year /3 Year commitment totaling \$9,000 (2023-2025)**

### **Extended Partner Sponsor Special Benefits:**

#### **Coach Training Sponsor (Spring and Fall seasons):**

- Coach training sponsored by company name and logo.
- Company name and logo mentioned on social media post prior to the first training of each season.
- Company name and logo on presentation screen and mentioned during opening remarks at all in-person trainings.
- Opportunity to provide coaches with branded gift.

#### **Pick your Post at the 5k events:**

- Become the official sponsor of one station at the 5k events.  
Choose one station: Fun Zone, Snacks/Water or Water Stop.
- Company team of volunteers will manage and work the chosen post.
- Chosen post will be sponsored by the company name and logo in the 5k event newsletter sent to all families.
- Company logo on signage at chosen post at 5k events.

#### **Logo inclusion on:**

- Back of 2023 Program Shirts
- Back of 2023 5k Shirts
- 5k event newsletter sent to all participants
- GOTR-ME webpage
- Shoutout and tags on Social Media (Facebook and Instagram)
- 5k Press Release inclusion

# Invest in a Girl, Change the World

## Friend Sponsor- \$1,500

Logo inclusion on:

- 5K event signage
- GOTR-ME website with link to company website
- Shoutouts and tags on Social Media (Facebook and Instagram)
- Volunteer opportunities for employees
- Recognition at the Spring and Fall 5K events with the opportunity to:
  - Receive verbal recognition from event stage
  - Host a table/booth
  - Provide an item or offer at the 5K events





# Learn More

## **Girls on the Run-Maine**

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

207.747.5677

### **Executive Director**

Emily Clark

[emily.clark@girlsontherun.org](mailto:emily.clark@girlsontherun.org)

### **Relationship Manager, Development**

Allison Ayan

[allison.ayan@girlsontherun.org](mailto:allison.ayan@girlsontherun.org)



## **2023 Program and GOTR 5k Event Dates:**

Spring Season: March 20 - June 4

Spring GOTR 5K Event: June 4

Fall Season: September 11- November 17

Fall GOTR 5K Event: November 12