

2026 Partnership Opportunities

Connect with your target market while
changing the lives of New Orleans girls.



About us

Building confidence, connection, and belonging for girls in grades 3-8.



What We Do

- Harvard-researched curriculum combining movement, mentorship, and social-emotional learning
- Reaching girls at a critical age when **self-confidence plummets by 30%**
- Delivered in schools and parks across the Greater New Orleans region

Why It Matters

- Just 15 minutes of running a day reduces the risk of major depression by 26%
- Only 16.5% of girls reach recommended daily physical activity
- Louisiana ranks **second-to-last** in girls' sports participation

Why We Do It

- 97% of participants report they can be themselves at Girls on the Run
- 85% show growth in confidence, connection, and character
- 40% increase in physical activity levels among those least active at the start

Why We Need You

- True cost per girl: \$450
- To stay equitable, families pay \$50–\$250 on a sliding scale (57% receive financial aid)
- Access Partners fill this gap so **every girl in New Orleans** can unlock the confidence we inspire without financial barriers.

"I love Girls on the Run because it makes me feel **super confident**. Like I have **more power** and like I am **good enough just how I am**."



**– Hoa,
Age 11
2025 Full-
Scholarship
Participant**

Where Your Support Goes

**We lowered our program fee after the pandemic and have not raised it since to keep our program equitable for all girls!*



Our 2025 Impact



475

unstoppable girls



103

volunteer coaches



38

incredible teams



\$46,310

given in scholarships

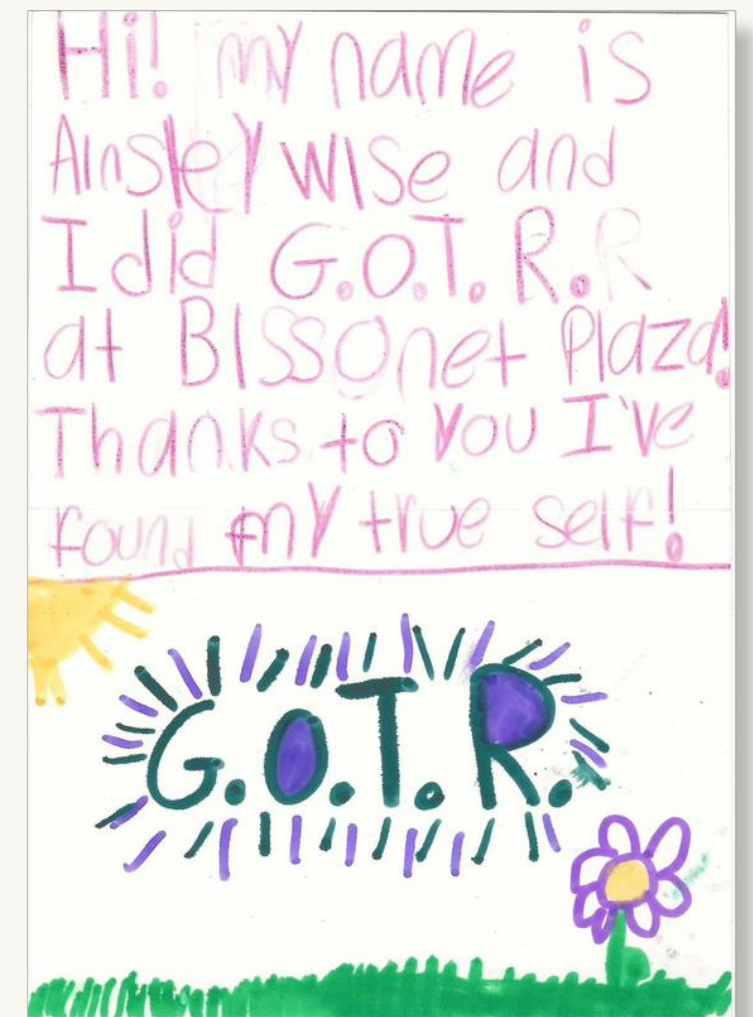
Over 7,000 girls served since our founding in 2010

Access Partners make Girls on the Run possible:

- Coach recruitment, training, and background checks
- Staff leadership and program oversight
- Curriculum and program materials
- Insurance, safety measures, and administrative infrastructure
- Two community-wide 5Ks each year
- An unwavering belief instilled in every GOTR girl that she is worthy, supported, and capable of moving forward when life gets tough



Thank you cards from past GOTR participants.



Who You'll Reach



Bi-Annual GOTR 5K



1,500+

engaged attendees

300+

GOTR families



300+

active volunteers

(Fall 2025 Numbers)

Crescent City Classic 10K



20,000+

race attendees

100

GOTR Champion
Charity Runners



1

exclusive
tent at Michelob
Ultra RaceFest!

Past 5K Hosts

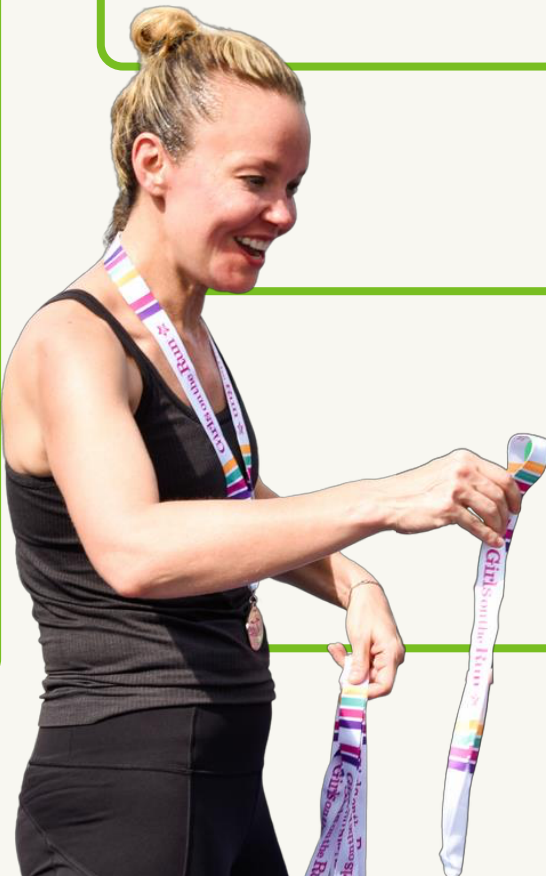
A.J. Andrews

Pro softball player
& MLB sportscaster,
the first woman to
receive a Rawlings
Gold Glove Award



Helena Moreno

63rd Mayor of the
City of New Orleans



Online Reach

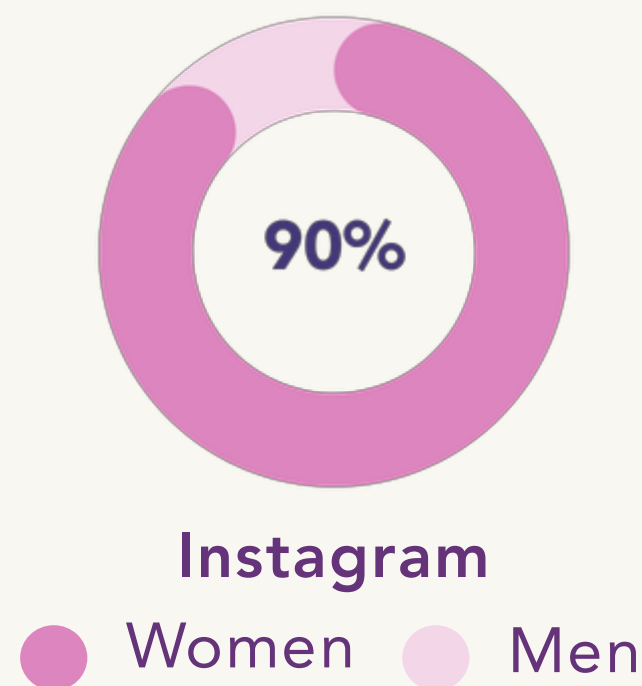
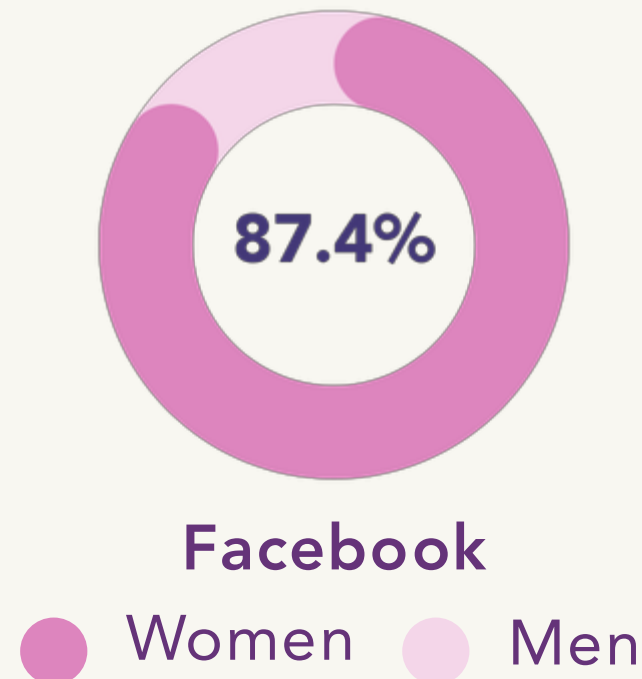
Online Engagement

  **6,800+**
local followers

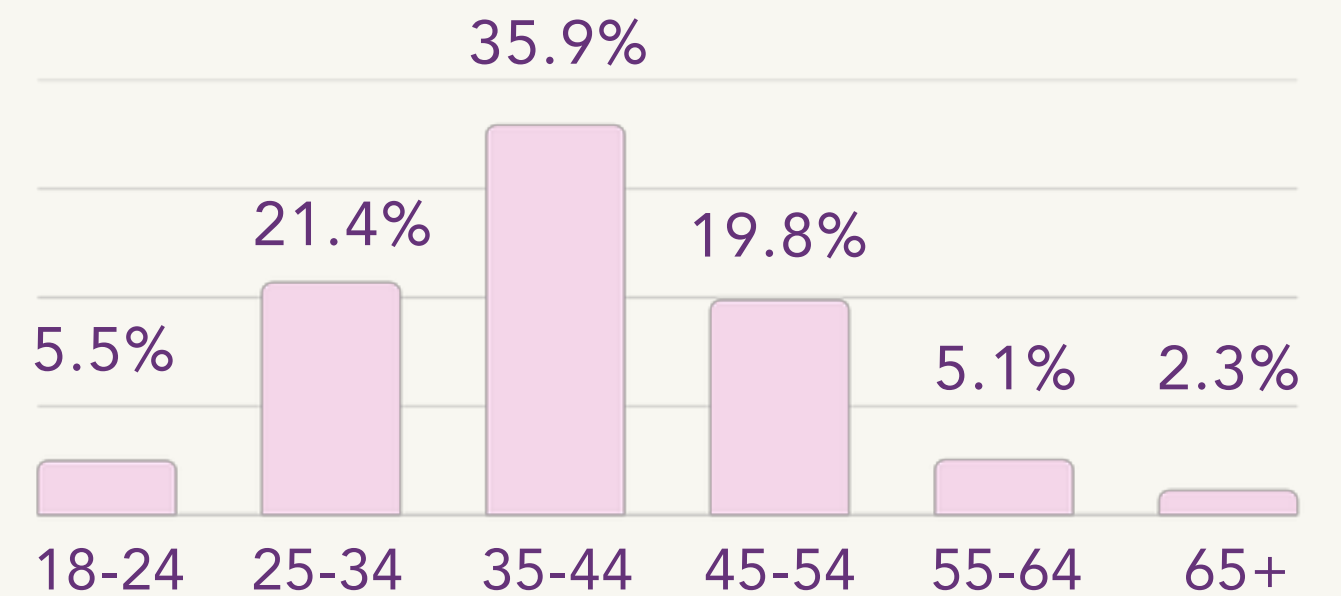
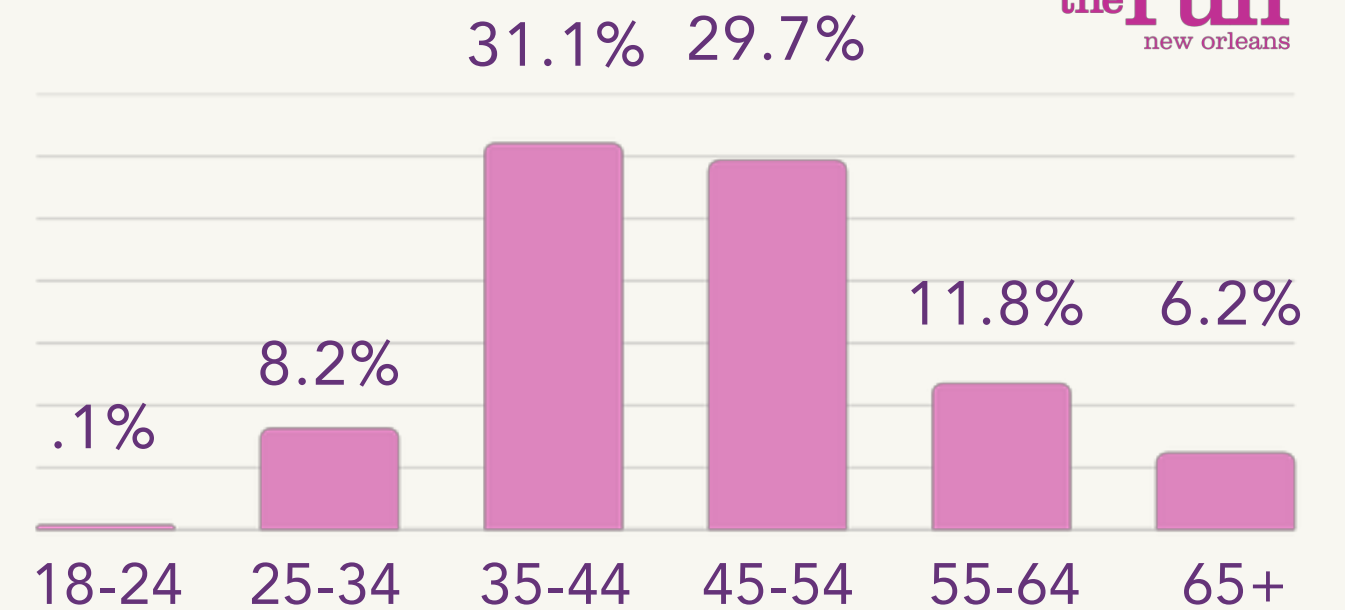
10,000+ 
email subscribers

 **72%**
open rate for weekly
parent email newsletter

Audience Gender Split



Audience Age Split



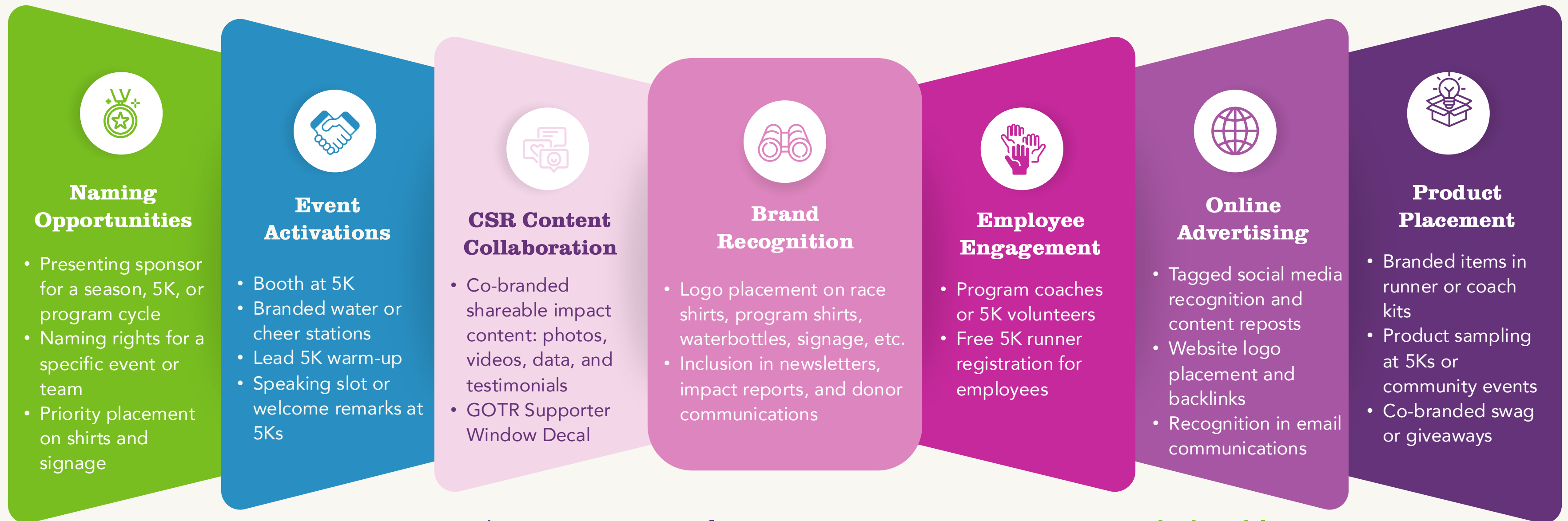
What Are Your Goals?

Our partners engage with Girls on the Run in different ways—but all partnerships begin with a shared **commitment to equity, confidence, and community impact**. We offer clear starting points and customize from there.

Explore the Opportunities



Girls on the Run is happy to provide tailored opportunities to your **brand goals**, **employee engagement priorities**, and **desired community impact**. See **sample partnership tiers** on the next page.



+ As a registered **501(c)(3)** nonprofit organization, **your support is tax-deductible.**

Sponsorship Tiers

Radiant Krewe (limited to 2)

\$25,000+ | ANNUAL

1. Radiant Partner **award plaque** for display
2. **Priority tent placement** at both 5Ks
3. **Lead a 5K warm-up** or welcome, with **verbal recognition** throughout the day
4. One-page **digital promotion** in the 5K event guide
5. 15 complimentary **5K entries**
6. **Product sampling** at 5Ks
7. Primary logo placement on program **shirts**, 5K **shirts**, and event **signage**
8. Logo featured on year-round **emails**
9. Sponsor spotlight with backlinks on **website**
10. Shareable **co-branded content** (photos, videos, data, testimonials)
11. **Social media** recognition and reposts

Bold Parade

\$15,000 | ANNUAL

1. Bold Partner **award plaque** for display
2. **Reserved tent placement** at both 5Ks
3. **Verbal recognition** throughout 5K
4. 10 complimentary **5K entries**
5. **Product sampling** at 5Ks
6. Logo placement program **shirts**, 5K **shirts**, and event **signage**
7. Logo featured on year-round **emails**
8. Sponsor spotlight with backlinks on **website**
9. Shareable **co-branded content** (photos, videos, data, testimonials)
10. **Social media** recognition and reposts



Bright Band

\$10,000 | ANNUAL

1. **Reserved tent placement** at both 5Ks
2. **Verbal recognition** throughout 5K
3. 5 complimentary **5K entries**
4. **Product sampling** at 5Ks
5. Logo placement on one program shirt and both 5K **shirts** + event **signage**
6. Logo featured on year-round **emails**
7. Sponsor spotlight with backlinks on **website**
8. Shareable **co-branded content** (photos, videos, data, testimonials)
9. **Social media** recognition and reposts

Joyful Second Line

\$5,000 | ANNUAL

1. **Sponsor tent** at both 5Ks
2. **Product sampling** at 5Ks
3. Logo placement on one 5K **shirt** and 5K **signage**
4. Logo featured on year-round **emails**
5. Sponsor spotlight with backlinks on **website**
6. Shareable **co-branded content** (photos, videos, data, testimonials)
7. **Social media** recognition

Growing Circle

\$3,000 | ANNUAL

1. Logo placement on one **5K shirt** and 5K **signage**
2. Logo featured on year-round **emails**
3. Sponsor spotlight with backlinks on **website**
4. Shareable **co-branded content** (photos, videos, data, testimonials)
5. **Social media** recognition

Partnership Comparisons

	Radiant \$25,000+	Bold \$15,000	Bright \$10,000	Joyful \$5,000	Growing \$3,000
Impact	125 girls	75 girls	50 girls	25 girls	15 girls
5K Participant Entries	15	10	5		
Presenting Sponsor on ALL 5K Materials	✓				
Award Plaque	✓	✓			
Logo on Program T-Shirts	✓	✓	✓		
Table Space at 5K	✓	✓	✓	✓	
Logo on 5K T-Shirts & Signs	✓	✓	✓	✓	✓
Logo on Email Footer	✓	✓	✓	✓	✓
Logo on Local Website	✓	✓	✓	✓	✓
Social Media Recognition	✓	✓	✓	✓	✓

- Annual Partnerships include **two consecutive seasons** (fall & spring).
- You may **opt to activate at only one 5K event**.
- **Single-season partnerships** are available at the Growing level for \$1,500.



Please note our sponsorship timeline:



September 14: Fall Program Begins

October 28: Fall 2026-Spring 2027 Application Deadline

November 21: Fall 5K Weekend

Thank you!

Every year, we invite a select group of organizations to **connect with our community** and make a **lasting impact**. Together, we can make **confidence** and **belonging** accessible to **every girl** in the Greater New Orleans Region. we appreciate your consideration to become a sponsor.

Abigail Provost

Interim Executive Director

director@gotrnola.org | 337-962-7886

Ready to sign up?

See next page →



www.gotrnola.org

Let's Roll!



Complete the sponsorship form electronically [HERE](#), payment by credit card or e-check.
Or complete the information below and mail a check to the address below:

Company/Donor: _____

Contact Person: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Partnership Level/Amount: _____

Table Space at 5K(s)? Yes or No

_____ Fall 2026 5K | _____ Spring 2027 5K

Girls on the Run New Orleans

5500 Prytania St. #528

New Orleans, LA 70115

Contact: Abigail Provost, Interim Executive Director
director@gotrnlola.org | 337-962-7886

Girls on the Run New Orleans is a 501(c)(3)
nonprofit organization. Federal Tax ID#: 27-
2773219