

# Girls on the Run

New Orleans



## SPONSORSHIP OPPORTUNITIES



**GET INVOLVED.  
TRANSFORM LIVES.**

When you sponsor Girls on the Run,  
you make it possible for more girls  
to unlock their power and potential.

# WHO WE ARE



## We Inspire

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

## We Envision

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

## We honor our Core Values:

- Recognize our power and responsibility to be intentional in our decision making
- Embrace our differences and find strength in our connectedness
- Express joy, optimism and gratitude through our words, thoughts and actions
- Nurture our physical, emotional and spiritual health
- Lead with an open heart and assume positive intent
- Stand up for ourselves and others



## We take pride in our progress:

- Girls on the Run New Orleans] has supported girls in the community for 15 years!
- Over 6,000 girls served in Greater New Orleans since 2010
- Our council covers 5 parishes and 10 cities
- We operate at 15-30 schools/community sites a year

# SPONSORS SAY

"We are proud of our continued partnership with Girls on the Run, supporting this shared commitment of inspiring young women and unlocking their limitless potential."

# THE IMPACT OF YOUR INVESTMENT

OUR SPONSORS  
RECEIVE BENEFITS  
INCLUDING:



Opportunity to authentically showcase a commitment to empowering women, girls and families to be active, happy, healthy

Meaningful employee engagement opportunities



Exposure leading to new customer acquisition and deepening existing customer relationships

Visibility as a company that cares, driving sales and customer loyalty



## EMPLOYEES SAY

"As a Fleet Feet employee, I am proud of the brand-wide focus on giving back to our communities and believe that we inspire others to serve by leading the way! I believe in the mission of Girls on the Run!"

# WHY GIRLS ON THE RUN?



**Evidence-based research from leading youth development experts has proven that Girls on the Run:**



Prompts independent thought and intentional decision-making



Builds confidence



Strengthens self-respect

Enhances girls' ability to stand-up for self & others

Fosters healthy relationships



Establishes a life-long appreciation for health and wellness



# WHAT SETS GIRLS ON THE RUN APART?

**Intentional curriculum, expert coaches, and an inclusive environment all lead to a long-term impact. Recent studies uncovered that:**



**85% of girls** improved their confidence, caring, competence, character and connection to others.

**97% of girls** felt like they belonged at Girls on the Run.

**97% of girls** learned critical life skills they can use at home, school and with friends.

**GOTR participants** scored higher in managing emotions, resolving conflict, helping others and making intentional decisions than participants in organized sports or physical education.

**98% of girls** would tell other girls to participate in Girls on the Run.

**94% of parents** reported Girls on the Run was a valuable experience for their girl.





# SEASONAL SPONSORSHIP LEVELS

## MOUNTAIN MOVER SPONSOR \$25,000\* *(Presenting Sponsor)*

- Premier logo on:
  - Back of program shirts – distributed to girls and coaches
  - Program collateral throughout the year – brochures, flyers, signage, newsletters, and emails
  - Council website and newsletter footers
  - Back of 5K shirts
  - Fall & Spring 5K collateral – flyers, emails, and signage
- Logo on finish line banner
- Inclusion on 5K webpages with hyperlink
- Regular recognition on social media accounts and content opportunities in newsletters throughout the year
- Official Presenting sponsorship and recognition for Fall and Spring 5Ks with opportunity to:
  - Provide special video message for social media event coverage
  - Receive verbal recognition from event stage
  - Provide digital promotion in event guide or physical item for packets
  - Activate special rates for team members
  - Pass out 5K medals to participants
  - Host a table/booth
  - Opportunity to engage employees in annual "Lesson in Action"

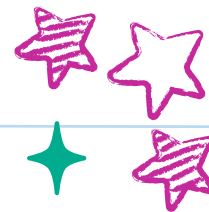
Over 50% of our participants receive some form of program scholarship. Our sponsors ensure **EVERY** girl can participate without financial barriers.

## COURAGEOUS HEART SPONSOR \$20,000

- Prominent logo on:
  - Back of program shirts – distributed to girls and coaches
  - Program collateral throughout the year – brochures, flyers, newsletters, and emails
  - Council website and newsletter footers
  - Back of 5K shirts
  - Fall & Spring 5K collateral – flyers, emails, and select signage
- Inclusion on 5K webpages with hyperlink
- Regular recognition on social media accounts and content opportunities in newsletters throughout the year
- Recognition aligned with the 5K Celebrations with the opportunity to:
  - Provide special video message for social media event coverage
  - Receive verbal recognition from event stage
  - Provide digital promotion in event guide or physical item for packets
  - Activate special rates for team members
  - Pass out 5K medals to participants
  - Host a table/booth



# SEASONAL SPONSORSHIP LEVELS



## LIMITLESS POTENTIAL SPONSOR \$15,000

- Logo on:
  - Back of program shirts – distributed to girls and coaches
  - Council website and newsletter footers
  - Back of 5K shirts
  - 5K webpage with hyperlink
- Regular recognition on social media accounts and content opportunities in newsletters throughout the year
- Recognition aligned with 5K Celebrations with the opportunity to:
  - Provide special video message for social media event coverage
  - Receive verbal recognition from event stage
  - Provide digital promotion in event guide or physical item for participant packets
  - Activate special sponsor registration rates
  - Host a table/booth



## GIRL POWER SPONSOR \$12,000

- Logo on:
  - Council website and newsletter footers
  - Back of 5K shirts
  - 5K webpage with hyperlink
- Regular recognition on social media accounts and content opportunities in newsletters throughout the year
- Recognition aligned with 5K Celebrations with the opportunity to:
  - Provide special video message for social media event coverage
  - Receive verbal recognition from event stage
  - Provide digital promotion in event guide or physical item for participant packets
  - Provide content for post-event newsletter
  - Activate special sponsor registration rates
  - Host a table/booth



Our sponsors help us train our coaches and provide all curriculum books and materials needed to facilitate our program.

# 5K EVENT OPPORTUNITIES

Sponsorship opportunities allow you or your business to have an active part in our Celebratory 5K event.

## MEMORIES IN MOTION SPONSOR – \$10,000

- Dedicated banner at 5k
- Opportunity to provide a short video for Council social media
- Dedicated tent on Making Memories Lane
- Logo posted on all 5K materials
- Listed as 5K sponsor on website and on the back of 5K shirts
- Dedicated social media posts reaching over 6K followers (Facebook, IG)

Our sponsors supplement the cost of 5K supplies, licenses, fees, t-shirts, and more!

Our sponsors cover the cost associated with volunteers, including a background check, refreshments, & more.

## STAR POWER SPONSOR – \$5,000

- Opportunity to provide a short video for Council social media
- Dedicated tent on Making Memories Lane
- Logo posted throughout 5K, plus printed on souvenir cups
- Listed as 5K sponsor on website and on the back of 5K shirts
- Dedicated social media posts reaching over 6K followers (Facebook, IG)

## INSPIRING CHAMPIONS SPONSOR – \$2,500

- Opportunity to provide a short video for Council social media
- Dedicated tent on Making Memories Lane
- Logo posted throughout 5K
- Listed as 5K sponsor on website

Our sponsors provide finish line food and support to our participants and community runners.

## FEST-N-FUN SPONSOR – \$1,000

- Dedicated tent on Making Memories Lane
- Logo posted throughout 5K
- Listed as 5K sponsor on website

Our sponsors provide water and juice at the finish line.

# READY TO EMPOWER?



## EVERY GIRL DESERVES THE CHANCE TO CROSS THE FINISH LINE.

**YES!** I want to support the mission of inspiring girls to be joyful, healthy and confident!  
I want to help create a world where every girls knows and activates her limitless potential and is free to boldly pursue her dreams.

Your Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Street Address: \_\_\_\_\_ City: \_\_\_\_\_

State: \_\_\_\_\_ Zip Code: \_\_\_\_\_ Phone Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

Your tax-deductible contribution to Girls on the Run **New Orleans** is very much appreciated. All proceeds help to provide life-changing experiences for girls in our local communities.

*Please select a sponsorship level:*

### 2025 SEASONAL SPONSORS

Mountain Mover (\$25,000) ..... ☐  
Courageous Heart (\$20,000) ..... ☐  
Limitless Potential (\$15,000) ..... ☐  
Girl Power (\$10,000) ..... ☐

### 2025 5K SPONSORS

Memories in Motion (\$10,000) ..... ☐  
Star Power (\$5,000) ..... ☐  
Inspiring Champions (\$2,500) ..... ☐  
Fest -N- Fun (\$1,000) ..... ☐  
Other \_\_\_\_\_ ☐

I do not wish to be an official sponsor, but please accept my donation of \$



Please complete this form and return to:

**Girls on the Run New Orleans**  
5500 Prytania St., #528  
New Orleans, LA 70115



Online: <https://www.gotrnola.org/giving/SP25>

By Email: [brittany@gotrnola.org](mailto:brittany@gotrnola.org)



Once payment is received, Girls on the Run New Orleans will contact you for artwork and logos.