



Girls on the Run New  
Orleans



2022/2023 Sponsorship  
Opportunities



# What We Do

- ★ We offer three unique programs to girls in 3<sup>rd</sup> to 8<sup>th</sup> grades: **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.



**Girls on the Run New Orleans** has 46 sites in the Greater New Orleans area. In 2019, we served over 600 girls and created 50 Community Impact Projects.

With the help of generous sponsors and donors, we were able to provide financial assistance to 45% of our program participants who otherwise may not have been able to participate in Girls on the Run.





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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

## Why It Matters

- ★ Studies show that 3rd through 8th grade is a critical period of 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.**

# The Finish Line is Just the Beginning

## Presenting Sponsor

**\$15,000**

*Impact: Presenting sponsor position sponsors our 2 5ks per year, our Fall 5k and Spring 5k. More than 1,100 people attend each 5K, events are publicized in local media, email newsletters and social media efforts.*

- ★ Category Exclusivity
- ★ Logo inclusion on:
  - ★ 1,000 5k Race Bibs
  - ★ Front of 1,500 5K shirts
  - ★ Program and 5K collateral – brochure, flyers, and signage
  - ★ Council website and 5K registration webpage with link to company website
- ★ Mention in all promotional materials (including radio, print, digital, on social media (Facebook, Instagram), and on media releases
- ★ Official Presenting sponsorship and recognition for Fall and Spring 5K event with the opportunity to:
  - ★ Pass out 5K medals to participants
  - ★ Host a table/booth at Wellness Fair as 5k Presenting Sponsor
  - ★ Provide a start line and finish line banner
  - ★ Receive verbal recognition from event stage
  - ★ Provide an item or offer in the 5K race bag
  - ★ Receive 15 complimentary 5K entries

## Program Sponsor

**\$10,000**

*Impact: Program sponsor increases the amount of financial aid available per season for girls in need. Additionally, allows us to increase our reach within our territory to reach more girls and expand into new sites.*

- ★ Logo inclusion on:
  - ★ Back of 1,500+ 5K shirts as Program Sponsor
  - ★ Program collateral – brochure, flyers, and signage
  - ★ Council website and program registration webpage with link to company website
- ★ Mention in all promotional materials (including radio, print, digital, on social media (Facebook, Instagram), and on media releases
- ★ Recognition at the 5K with the opportunity to:
  - ★ Host a table/booth at Wellness Fair as Program Sponsor
  - ★ Receive verbal recognition from event stage
  - ★ Provide an item or offer in the 5K race bag
  - ★ Receive 10 complimentary 5K entries



# The Finish Line is Just the Beginning



## Limitless Potential Sponsor \$5,000

*Impact: Full program scholarships for 25 girls OR provides girls t-shirts for one year*

- ★ Logo inclusion on:
  - ★ Back of 1,500+ 5K shirts
  - ★ 5K collateral including event signage
  - ★ Council website and 5K registration webpage
- ★ Recognition at the 5K with the opportunity to:
  - ★ Host a booth at Wellness Fair
  - ★ Receive verbal recognition from event stage
  - ★ Provide an item/offer in 5k bags
  - ★ 5 complimentary 5K entries

## Energy Award Sponsor \$2,500

*Impact: Full program scholarships for 12 girls*

- ★ Logo inclusion on:
  - ★ Back of 1,500+ 5K shirts
  - ★ 5K collateral including event signage
  - ★ Council website and 5K registration webpage
- ★ Recognition at the 5K with the opportunity to:
  - ★ Host a booth at Wellness Fair
  - ★ Receive verbal recognition from event stage
  - ★ Provide an item/offer in 5k bags
  - ★ 2 complimentary 5K entries

## Star Power Sponsor \$1,000

*Impact: Provides water bottles for a year for all participants*

- ★ Company name included on:
  - ★ Back of 1,500+ 5K shirts
  - ★ 5K registration webpage with link to company website
- ★ Recognition at the 5K with the opportunity to:
  - ★ Provide an item or offer in the 5K race bag
  - ★ Receive 1 complimentary 5K entries



# The Finish Line is Just the Beginning



## Go Bananas

\$500

*Impact: Full program scholarships for 2 girls OR  
entertainment at both 5ks*

- ★ Logo inclusion on:
  - ★ 5K collateral including event signage &
  - ★ Logo on 5k banner
  - ★ 5k website with link to company website
- ★ Recognition at the 5K with the opportunity to:
  - ★ Host a table/booth
  - ★ Receive verbal recognition from event stage
  - ★ Provide an item/offer in 5k bags

## In-Kind Donations

Healthy snacks &  
Goods donations

- ★ Logo inclusion on:
  - ★ Logo on 5k In-Kind banner
  - ★ 5K collateral including event signage
  - ★ Council website and 5K registration webpage
- ★ Recognition at the 5K with the opportunity to:
  - ★ Host a booth at Wellness Fair
  - ★ Receive verbal recognition from event stage
  - ★ Provide an item/offer in 5k bags

## Media Sponsorship

Value: TBD

- ★ Co-branding opportunity:
  - ★ Logo on GOTR video
  - ★ Logo on website
- ★ Company name included on:
  - ★ Back of 1,500 5K shirts
  - ★ Partner webpage with link to company website
  - ★ Recognition at the 5K with the opportunity to:
    - ★ Provide an item or offer in the 5k race bag

# Sponsor Benefits

	Presenting \$15,000			Program \$10,000			Limitless Potential \$5,000			Energy Award \$2,500			Star Power \$1,000		
Exclusive 5K presenting sponsor; top billing on 5K advertising and materials	♥	♥	♥												
Pass out 5K medals to participants	♥	♥	♥												
Mention in all promotional materials	♥	♥	♥	♥	♥	♥									
Table/booth at 5K	♥	♥	♥	♥	♥	♥									
Banner at 5K	♥	♥	♥	♥	♥	♥	♥	♥	♥						
Verbal Recognition at 5K	♥	♥	♥	♥	♥	♥	♥	♥	♥	♥	♥	♥			
Presence on 5K t-shirt, item in 5K event bag and link on 5K registration page	♥	♥	♥	♥	♥	♥	♥	♥	♥	♥	♥	♥	♥	♥	♥
Complimentary 5K entries	♥	15	♥	♥	10	♥	♥	5	♥	♥	3	♥	♥	1	♥

Customizable partnership opportunities available which can include **employee engagement, sampling, and discounts.**

# Invest in a Girl, Change the World

## I would like to commit to a sponsorship:

[www.gotrnola.org/Partner](http://www.gotrnola.org/Partner) / [www.raceplanner.com/donate/NOLA-Sponsorships](http://www.raceplanner.com/donate/NOLA-Sponsorships)

## I would like to make a one-time gift:

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

- ☐ \$2,500 sponsors one team for one season including snacks and 5K registrations
- ☐ \$500 helps provide healthy snacks for NOLA girls
- ☐ \$225 provides a scholarship for one girl to participate
- ☐ \_\_\_\_\_ amount of your choosing to support NOLA girls

## Additional opportunities with Girls on the Run:

- ★ Volunteer at the 5K
- ★ Coach a team
- ★ Become a CCC Charity Runner
- ★ Become a Board Member

## Learn More

**Girls on the Run**

**New Orleans**

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

504.272.7786

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### Executive Director

Julianne Lund

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### General Information

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### Grants Manager

Sarah Wild

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# School Sites

(sampling, not complete list)



## Orleans

- ♥ Academy of the Sacred Heart
- ♥ Arise Academy
- ♥ Audubon Charter School
- ♥ Bricolage Academy
- ♥ Ecole Bilingue
- ♥ Hazel Park Elementary
- ♥ Lusher Charter School
- ♥ Louise McGehee School
- ♥ Marie Riviere School
- ♥ Phillis Wheatley
- ♥ Renew Schaumburg
- ♥ Trinity Episcopal School

## West Bank

- ♥ Belle Chase YMCA
- ♥ Belle Chase Academy
- ♥ Catherine Strehle Elementary
- ♥ Ella C. Pittman Elementary School
- ♥ Elan Academy
- ♥ George Cox Elementary
- ♥ International School
- ♥ Miller Wall Elementary School
- ♥ Our Lady of Prompt Succor School
- ♥ Paul Habans Charter School
- ♥ St. Andrew the Apostle School
- ♥ Terry Town Elementary

## Jefferson

- ♥ Bissonet Plaza Elementary
- ♥ Harahan Elementary
- ♥ ISL Bunche
- ♥ Kenner Discovery
- ♥ Marie Riviere Elementary
- ♥ Metarie Academy for Advanced Studies
- ♥ Metarie Park Country Day
- ♥ St. Catherine of Sienna
- ♥ St. Christopher
- ♥ St. Clement of Rome
- ♥ St. Phillip Neri School
- ♥ Washington Elementary