

Girls on the Run

Greater Connecticut



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 Greater Connecticut has supported girls in the community for 8 years!
- 4500 girls served in Connecticut since 2016
- Our council covers 5 counties and 23 cities
- We operate at 40 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

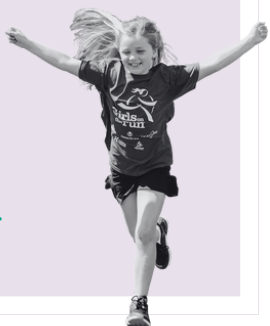


WHAT SETS GIRLS ON THE RUN APART?

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.

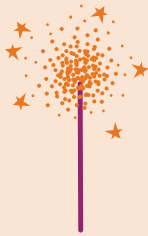


GOTR participants scored higher in managing emotions, resolving conflict, helping others and making intentional decisions than participants in organized sports or physical education.

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



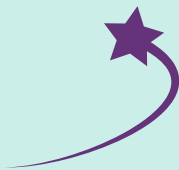
Presenting Sponsor — \$15,000

The Presenting Sponsor is the primary sponsor of the season. The Presenting Sponsor makes the celebratory 5K possible for hundreds of girls, their coaches, and running buddies—igniting their confidence as they cross the finish line, achieving their goals!



Courageous Coach Sponsor — \$10,000

The Courageous Coach Sponsor is the primary sponsor of our entire volunteer coach program. As a sponsor, you are providing our coaches with the valuable training and program materials they must have to create the ideal Girls on the Run experience!



Limitless Potential Sponsor — \$5,000

The Limitless Potential Sponsor supports a team of up to 15 girls. These girls will have the opportunity to participate thanks to your support. As a Limitless Potential Sponsor, you will have the opportunity to cheer them on at the celebratory 5K and witness them achieve their goals as they cross the finish line!



Girl Power Sponsor — \$1,500

The Girl Power Sponsor will provide water bottles and healthy snacks to one team of girls for the entire 10-week season. It is important that the girls stay hydrated and have healthy snacks as they train for a 5K.



Create Your Own Impact

Looking for a different way to impact girls in your community? Ask us about creating a custom partnership!



SPONSORSHIP BENEFITS

Presenting Sponsor

- Exclusive presenting rights to 5K event
- Logo on GOTR Greater Connecticut Website
- Corporate booth/table space at 5K event
- Company name and logo on sponsor banners at 5K event
- Logo with link in all electronic newsletters
- Insert in 5K event bags (sponsor provided)
- Verbal recognition at 5K event



Courageous Coach Sponsor

- Logo on GOTR Greater Connecticut Website
- Corporate booth/table space at 5K event
- Company name and logo on sponsor banners at 5K event
- Logo with link in all electronic newsletters
- Insert in 5K event bags (sponsor provided)
- Verbal recognition at 5K event



Limitless Potential Sponsor

- Logo on GOTR [Council Name] Website
- Corporate booth/table space at 5K event
- Company name and logo on sponsor banners at 5K event
- Logo with link in all electronic newsletters
- Insert in 5K event bags (sponsor provided)
- Verbal recognition at 5K event



Girl Power Sponsor

- Logo on GOTR [Council Name] Website
- Corporate booth/table space at 5K event
- Company name and logo on sponsor banners at 5K event
- Logo with link in all electronic newsletters
- Insert in 5K event bags (sponsor provided)
- Verbal recognition at 5K event



5K EVENT OPPORTUNITIES



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

Medal Sponsor — \$5,000

- Logo featured on the back of all participant finisher medals
- Mention in all 5K promotional materials
- 4 volunteers at the finish line to distribute medals
- Yard sign with company logo near finish line
- Corporate booth/table space at 5K Event
- Listed as 5K sponsor on website and on the back of 5K shirts

Our medal sponsor covers the cost of finisher medals for each of our 5K participants.

Volunteer Sponsor — \$2,500

Our volunteer sponsor covers the cost associated with volunteers, including a background check, t-shirt, & refreshments.

- Logo and link in email correspondence
- Mention in all 5K promotional materials
- Company name on the back of all race shirts
- Yard sign with company logo at Volunteer tent
- Corporate Booth/Table space at 5K Event
- Listed as 5K sponsor on GOTR website

Community Sponsor — \$1,000

- Your company logo and link in email correspondence
- Mention in all 5K promotional materials
- Yard sign with company logo, and/or encouraging message
- Listed as 5K sponsor on GOTR website

Our community sponsor provides finish line food, water, and support to our community runners.

Hydration Sponsor — \$500

Our hydration sponsor provides water for the water stop and at the finish line.

- Your company logo and/or encouraging message on yard sign at the Water Stop
- Listed as 5K sponsor on GOTR website

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 **Greater Connecticut** is very much appreciated. All proceeds help to provide life-changing experiences for girls in our local communities.

Please select a sponsorship level:

Seasonal

Presenting Sponsor (\$15,000) ☐

Courageous Coach (\$10,000)..... ☐

Limitless Potential Sponsor (\$5,000) ☐

Girl Power Sponsor (\$1,500) ☐

Other _____

Race Day

Medal Sponsor (\$5,000) ☐

Volunteer Sponsor (\$2,500) ☐

Community Sponsor (\$1,000)..... ☐

Hydration Sponsor (\$500) ☐

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 Greater Connecticut

PO Box 370525

West Hartford, CT 06137



By Email: johanna.rincon@girlsontherun.org



Once payment is received, Girls on the Run **Greater Connecticut** will contact you for artwork and logos.