



Girls on  
the run

Hampton Roads



2021-  
2023

5k Sponsorship  
Opportunities



Girls on the Run Hampton Roads



@gothr



www.gothr.org

# WHO WE ARE

Girls on the Run® is a comprehensive youth development program that teaches girls concrete strategies to build self-esteem and healthy habits.

The evidence-based social-emotional learning program creatively integrates exercise. Lessons are age-appropriate and culturally relevant for elementary or middle school girls.

- ★ Hampton Roads Council founded in 2006
- ★ Served over 18,500 girls to date
- ★ Headquartered at Virginia Wesleyan University
- ★ Partner with 120 schools and community centers in 15 cities and counties



# WHAT WE DO

Girls on the Run® has a transformative impact on girls' social, emotional, and physical health during the early years of adolescence when they are forming life-long habits and attitudes. We work with girls in grades 3 through 8. Teams meet three hours a week for 12 weeks to explore critical topics that improve self-esteem, peer relations, nutrition, physical fitness. At the end of the season, each team designs and implements an age-appropriate community service project.

Each girl completes a celebratory 5k alongside a personal, adult "5k buddy" and hundreds of other girls from the region. Through training and teamwork, the girls learn that triumph is tangible with careful planning and preparation. These achievements provide them with a framework for setting and reaching larger goals as they mature.

## EACH YEAR:

- ★ 475 coaches volunteer
- ★ 2,400 girls enroll
- ★ Teams complete 170 Community Impact Projects
- ★ We host two regional 5k events with 3,000 - 4,000 attendees each
- ★ We enlist 200 corporate & individual 5k volunteers



# WHY IT MATTERS

GIRLS' SELF CONFIDENCE  
BEGINS TO DROP  
BY AGE 9

50% OF GIRLS AGES 10-13 EXPERIENCE  
**BULLYING**  
SUCH AS NAME-CALLING AND  
EXCLUSION AT A TIME WHEN  
PEER RELATIONSHIPS BECOME  
MORE CENTRAL TO GIRLS' LIVES



PHYSICAL ACTIVITY LEVELS  
**DECLINE**  
STARTING AT AGE 10 AND  
CONTINUE TO DECREASE  
THROUGHOUT ADOLESCENCE



# ANNUAL Sponsorship Benefits

## As a GOTRHR 5k Community Partner, you will receive:

Your company's name and/or logo on program collateral which may include promotional flyers, eblasts to more than 21,000 email addresses, our GOTR website, Facebook, Instagram, Twitter, event signage, alumni newsletters, coach trainings, and more.

Access to approximately 4,000 individuals at each Spring and Fall 5k event, including program participants ages 8 to 14, parents, educators, corporate partners, local elected officials, and members of the greater Hampton Roads community.

Sponsor Benefit	\$10,000	\$7,500	\$5,000	\$2,500
Recognition as a yearlong "Presenting Sponsor* on all 5k materials, up to 6,000 t-shirts, and banners at the start/finish line	★			
Solo email blast per semester to 21,000+ constituents per season with presenting sponsor logo hyperlinked **	★			
Two group email blasts to the 21,000+ constituents per season with sponsors' logos hyperlinked ***	★	★		
Opportunity to provide up to 4,000 5k participants with sponsor-branded "swag" items each semester	★	★	Printed insert only	
EMCEE recognition at 5k	★	★		
Logo printed on 6,000 t-shirts (3,000 each semester)	★	★	★	
Logo and link to company website from GOTRHR website for 1 full year	★	★	★	
Display tent or booth in prime location for sampling/display at each 5k	★	★	★	★
Opportunity to engage employees as volunteer at each 5k for corporate philanthropy	★	★	★	★
Number of complimentary 5k entries per year	20	10	2	1
Number of social media mentions per 12-week season	10	5	2	1
Number of sponsor-supplied vinyl banners at start/finish line	4	3	2	1

\*\*The emails will acknowledge your support as the Presenting Sponsor and hyperlink your logo to your company website.

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For more information contact  
Ellen Carver, Executive Director, at:

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# OUR STAFF

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