



## **PARTNERSHIP OPPORTUNITIES FALL 2023 - SPRING 2024**

Carley Fuller, Executive Director  
[carley.fuller@girlsontherun.org](mailto:carley.fuller@girlsontherun.org)  
(225) 636-0800

2041 Perkins Road,  
Baton Rouge, LA 70808

# About Us

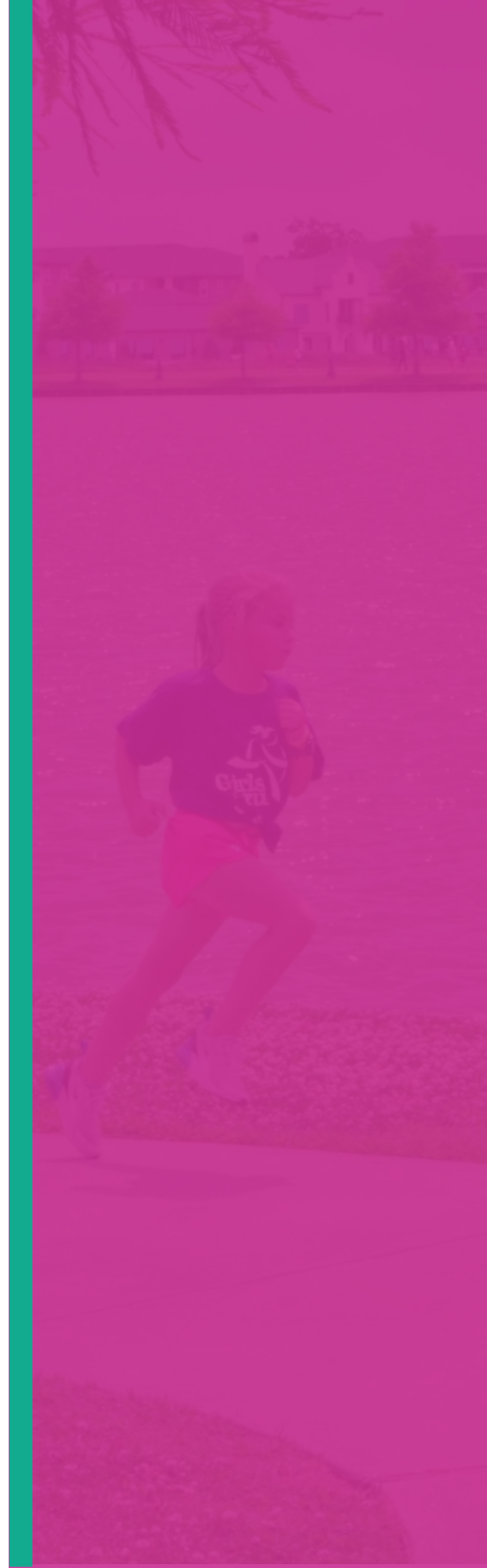


## Who we are

Girls on the Run® is a national 501(c)(3) nonprofit organization dedicated to creating a world where every girl knows and activates her limitless potential and is free to boldly pursue her dreams.

Our 10-week curriculum offered in the fall and spring is a physical activity, positive youth development program for girls in 3rd through 8th grade. The goals of the program are to develop and improve *competence*, unleash *confidence* through accomplishment, develop strength of *character*, respond to others and oneself with *care* and compassion, create positive *connections* with peers and adults and make a meaningful *contribution* to community, all while establishing a lifetime appreciation of health and fitness.

The program is led by local volunteer coaches who meet with their teams twice a week to provide research-based curricula, which includes dynamic discussions, activities and running games. The program culminates with girls positively impacting their communities through a service project and being physically and emotionally prepared to complete a celebratory 5K event.



# Why it Matters



## Empowering our youth

- Girls' self-confidence begins to drop by the early age of 9
- 50% of girls ages 10 to 13 experience bullying such as name calling and exclusion
- Physical activity levels decline at age 10 and continue to decrease throughout adolescence

A recent study shows Girls on the Run has a *long-term impact*; helping girls increase in self-confidence, develop healthy relationships, and feel good about themselves!



**97%**

learned critical  
life skills



**85%**

able to manage  
their emotions



**91%**

made intentional  
decisions



**85%**

improved in  
confidence, character  
& connection



**80%**

able to resolve  
conflicts

Girls on the Run was recognized as a top research-based program in a 2021 Social-Emotional Learning Guide developed by researchers at Harvard University and the Wallace Foundation. This guide recognized Girls on the Run as one of just three social-emotional learning programs with an integral emphasis on equitable and inclusive education. In addition, the program was celebrated by the National After school Association (NAA) as one of the most influential after-school programs in Health & Wellness.

# Local Impacts

## Areas we serve

Girls on the Run South Louisiana serves families in East Baton Rouge, Ascension, East Feliciana, Iberville, Livingston, Pointe Coupee, St. Helena, West Baton Rouge, West Feliciana, Acadia, Iberia, Lafayette, St. Landry, St. Martin, Vermillion, St. Tammany, Tangipahoa & Washington parishes.

## Program highlights

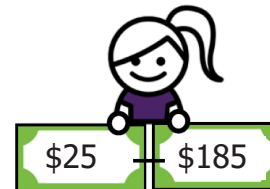
- 40+** **program sites** serving GOTR girls and families across South Louisiana during the fall and spring seasons.
- 1,000+** **program participants** receiving curriculum involving physical activity, emotional wellness and critical life skills.
- 12,200+** **program graduates** positively impacting their communities since the local chapter began in 2009.

## Program cost

The organizational cost to provide the 10-week, 20-lesson program is about \$210 per girl. To remain accessible, the registration fee is \$185 provided on a sliding scale based on household income or hardship, down to \$25.



**Did you know? Over 50% of participants request financial assistance** to participate in our transformational program, with a large majority requesting the highest need. Thanks to the support of generous partners like you, no girl is ever turned away because of an inability to pay.



# Partnership Benefits



## Promote and showcase

Take advantage of the regional 5K events and added marketing opportunities to promote your organization and showcase the value of your services to a whole new demographic. The primary audience of our reach includes families throughout south Louisiana with children in elementary and middle school.



## Amplify your values

When you partner with Girls on the Run, you are telling your community that you value investing in the physical and emotional wellbeing of local youth. You are igniting a spark of confidence, compassion, and contribution, and creating meaningful employee engagement opportunities for your organization to demonstrate its care.



## Make a difference

Your support as a sponsor provides financial assistance to local girls who otherwise may not be able to participate. It also ensures the intentional delivery of our experience-based curriculum and helps expand our reach to impact more girls each year.

“

Girls on the Run gave me *self-confidence* to accomplish things that might be hard in my life, and really just taught me to *be brave* and *be strong*.

”

- Addyson, GOTR Participant



# Partnership Opportunities

## 5K Presenting Partner

**\$10,000** | One Opportunity (Industry exclusivity)

### Includes:

- Presenting Partner award plaque to display in place of business
- Exclusive 5K naming rights "GOTR 5K presented by [Your Company]"
- 10 complimentary 5K entries
- Option to speak at all 5K events (2 per season)
- Option to speak or provide information at coaches training (2 per season)
- Feature in monthly newsletter to participants, supporters & alumni (2 per year)
- Option to provide promotional item to all 5K participants at check-in
- Logo on signage at 5K event
- Verbal recognition during all regional 5K events
- Sponsor table at all 5K events in high-traffic zone
- Premier logo placement on 5K celebration t-shirts
- Sponsor listing on GOTR South Louisiana website and newsletter
- Shoutouts on official GOTR South Louisiana social media accounts



## Star Power Partner

**\$5,000**

### Includes:

- Star Power Partner award plaque to display in place of business
- 5 complimentary 5K entries
- Option to speak or provide information at coaches training (2 per season)
- Feature in monthly newsletter to participants, supporters & alumni
- Option to provide promotional item to all 5K participants at check-in
- Logo on signage at 5K event
- Verbal recognition during all regional 5K events
- Sponsor table at all 5K events in high-traffic zone
- Premier logo placement on 5K celebration t-shirts
- Sponsor listing on GOTR South Louisiana website and newsletter
- Shoutouts on official GOTR South Louisiana social media accounts



## Limitless Potential Partner

**\$2,500**

### **Includes:**

- Limitless Potential Partner certificate to display in place of business
- 3 complimentary 5K entries
- Feature in monthly newsletter to participants, supporters & alumni
- Option to provide promotional item to all 5K participants at check-in
- Logo on signage at 5K event
- Verbal recognition during all regional 5K events
- Sponsor table at all 5K events
- Logo on 5K celebration t-shirts
- Sponsor listing on GOTR South Louisiana website and newsletter
- Shoutouts on official GOTR South Louisiana social media accounts



## Confidence Partner

**\$1,000**

### **Includes:**

- Confidence Partner certificate to display in place of business
- Logo on signage at 5K event
- Verbal recognition during all regional 5K events
- Sponsor table at all 5K events
- Logo on 5K celebration t-shirts
- Sponsor listing on GOTR South Louisiana website and newsletter
- Shoutouts on official GOTR South Louisiana social media accounts

## Connection Partner

**\$500**

### **Includes:**

- Connection Partner certificate to display in place of business
- Sponsor table at all 5K events
- Logo on 5K celebration t-shirts
- Sponsor listing on GOTR South Louisiana website and newsletter
- Shoutouts on official GOTR South Louisiana social media accounts



# Additional Ways to Give

## Volunteer Opportunities

- Become a Head / Assistant Coach
- Create 5K participant tutus or bandannas
- Participate at a 5K cheer/water station
- Promote GOTR in the community

## In-Kind Donations

- Healthy snacks (fruit, granola bars, etc.)
- Water or low-calorie sports drinks
- Coach thank-you gifts or gift-cards
- Arts and crafts supplies for cheer stations

## Program Accessibility

- Scholarship for one girl (\$210)
- Coaching materials for one team (\$105)
- CPR/First aid training fees per site (\$75)
- One pair of running shoes (\$35)

## Marketing Support

- Promote GOTR events on social media
- Provide a point of contact for new site(s)
- Request a stack of flyers for your business
- Purchase a GOTR t-shirt to wear around town



Want to get involved but don't see a partnership opportunity that meets your needs?

Contact Carley Wahlborg Fuller at [carley.fuller@girlsontherun.org](mailto:carley.fuller@girlsontherun.org) to discuss a la carte giving opportunities.





# Partnership Comparisons

Program Partnerships include both Fall 2023 & Spring 2024 seasons.

	Presenting \$10,000	Star Power \$5,000	Limitless \$2,500	Confidence \$1,000	Connection \$500
<b>Award</b>	Plaque	Plaque	Certificate	Certificate	Certificate
<b>5K Naming Rights</b>	✓				
<b>5K Participant Entries</b>	10	5	3		
<b>5K Speaker</b>	✓				
<b>Coaches Training Speaker</b>	✓	✓			
<b>Newsletter Feature</b>	2x / year	1x / year	1x / year		
<b>Promotional Item at 5K Check-In</b>	✓	✓	✓		
<b>Logo on 5K Course Signs</b>	✓	✓	✓	✓	
<b>Verbal Recognition at 5K</b>	✓	✓	✓	✓	
<b>Sponsor Table at 5K</b>	✓	✓	✓	✓	✓
<b>Logo on 5K T-Shirts</b>	✓	✓	✓	✓	✓
<b>Logo on local website</b>	✓	✓	✓	✓	✓
<b>Social Media Recognition</b>	✓	✓	✓	✓	✓

Single-season partnerships are available at the Confidence and Connection levels for \$500 and \$250 respectively.



# Thank You

On behalf of the entire Girls on the Run South Louisiana team, we appreciate your consideration to become a partner for the 2023-2024 season. Please review the below information to help you with your decision-making timeline.

- October 20:** Fall Season Only **and** Fall 2023-Spring 2024 Application Deadline
- November 11-12:** Fall 5K Weekend
- April 12:** Spring Season Only **and** Spring 2024-Fall 2024 Application Deadline
- May 4-5:** Spring 5K Weekend

## Ready to sign up?

Complete the sponsorship application form electronically [here](#) or download the paper version [here](#).

### Contact:

Carley Fuller, Executive Director  
(225) 636-0800  
carley.fuller@girlsontherun.org

Girls on the Run South Louisiana is a 501c(3) nonprofit organization.  
Federal Tax ID#: 27- 0832549

