



Unlocking
Power & Potential



PARTNERSHIP OPPORTUNITIES

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

3075 Clark Rd, Suite 301, Ypsilanti, MI 48197 ☎ 734-712-5640 ✉ info@girlsontherunsemi.org

ORGANIZATION OVERVIEW

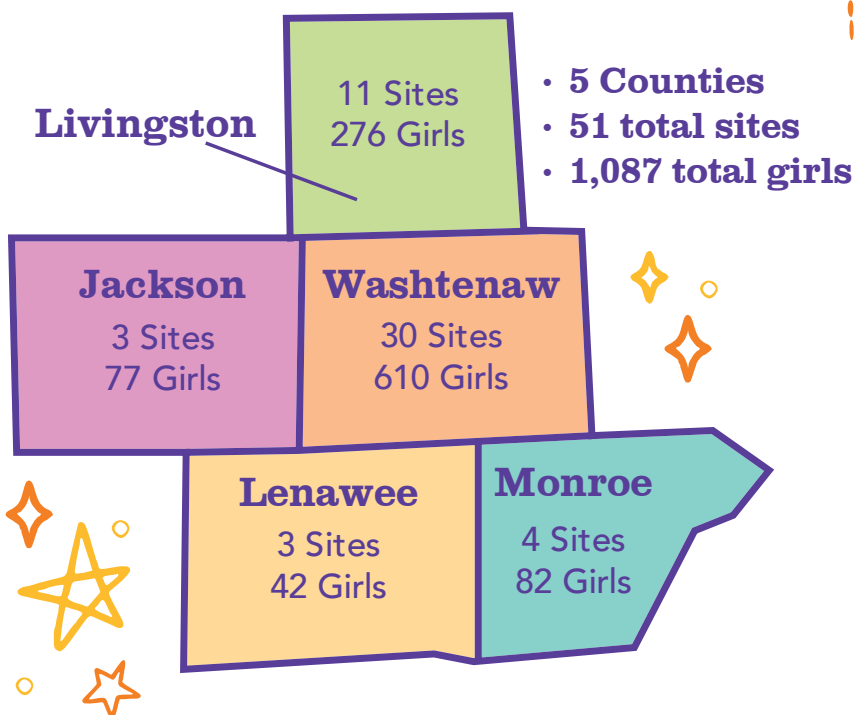


Who We Are

Girls on the Run inspires girls to be joyful, healthy, and confident using fun, experience-based curricula that creatively integrates running. The program is led by volunteer coaches and explores core topics relevant to 8- to 14-year-olds, including understanding emotions, fostering friendships, and making healthy choices. The program culminates with girls positively impacting the world around them through a community impact project and completing a celebratory, non-competitive 5K.

Girls on the Run is the only national physical activity based positive youth development program with compelling evidence of impact. It is our combination of research-based curriculum, well trained coaches and a commitment to accessibility that sets us apart.

Over the last 23 years we've served more than 26,000 girls and provided need-based scholarships to over 8,000 local families. This season alone, we've awarded over \$134,000 in financial assistance to 851 families, and 244 pairs of athletic shoes, leggings and socks to children in need.



Why Our Program Matters

- * By adolescence, girls begin to experience faster rates of decline in physical activity levels, lower levels of confidence and positive perception of their academic abilities, and higher rates of anxiety and depression as compared to their male peers.
- * As early as age nine, girls' self-confidence begins to decline, with their overall confidence levels decreasing by upwards of 30% between the ages of 8 and 14.
- * From ages 10 to 13, at a time when peer relationships are becoming more central to girls' lives, 50% of girls are experiencing bullying such as name calling and exclusion.
- * According to the CDC, adolescent girls accounted for the largest increases in emergency department visits for mental health conditions in 2020, 2021 and 2022.

In a 2023 Surgeon General Vivek H. Murthy, MD highlighted Girls on the Run as an example of a program that is focused on removing barriers for underserved populations to access to physical activity.

COMMUNITY OUTREACH

Target Audience:

We serve approximately 1,500 families in southeastern Michigan annually. Our program participants are primarily girls ages 8 - 14. We have over 400 volunteer coaches - 97% are female, 16% are between the ages of 20-29, 26% between 30-39 and 41% between 40-49. Sixty-four percent of the community members who register for the Girls on the Run 5K are between the ages of 30 and 49.



Impressions:

- 22,000+** website visitors
- 15,000+** people subscribe to our newsletter
- 9,000+** people follow us on social media
- 3,500+** 5K participants
- 2,000+** Posters & postcards
- 1,500+** Event spectators



Girls on the Run was named one of the Most Influential in Health and Wellness by the National Afterschool Association, one of only three afterschool programs recognized as a top research-based social emotional learning program by Harvard University, and featured as a "Bright Spot" organization in the National Youth Sports Strategy.

PARTNERSHIP OPPORTUNITIES



* Sponsor a Participant (Investment: \$225)

Change a life by providing a full program scholarship to a girl in need!

* Sponsor a Team (Investment: \$7,825)

Support Girls on the Run in being an upstream solution to help mitigate the impact of adverse childhood experiences in our community's most economically and systematically disadvantaged neighborhoods by providing full scholarships, athletic shoes, healthy snacks, coach stipends and other resources needed to ensure girls can fully access and joyfully engage in our programming.

* Sponsor the Girls on the Run 5K Event (Investment: \$225-\$10,000)

Support our incredible 5K event, where families from across southeastern Michigan come together to celebrate our girls as they accomplish their goal and cross the finish line!

* Sponsor our Coach Summit (Investment: \$500)

Volunteer coaches are vital to bringing our program to life. Girls on the Run distinguishes itself by providing comprehensive training for our coaches. This training ensures that coaches understand social context and are empowered to create safe, inclusive and trauma-sensitive environments for participants.



ADDITIONAL ENGAGEMENT OPPORTUNITIES

* Become a Girls on the Run Coach

Girls on the Run coaches are trained volunteers who lead a team of participants through a season of powerful and fun lessons. You do not need to be a runner; you simply need to have a desire to support and encourage the next generation. Coaches receive all the tools and support they need and find that they get as much out of coaching as they give.

* Become a SoleMate

As a SoleMate, you will train for a physical activity challenge of your choice while raising critical funds to support more girls in our community. Dream up a challenge that works for you and commit to go the distance.

* Become a Pacesetter

Pacesetters is a group composed of passionate role models who are leading families, businesses, organizations, teams and government institutions. Your leadership and contribution of at least \$225 (or \$18.75 monthly) qualify you to be listed as a Pacesetter on our website and receive invitations to biannual networking events.

* Become an Event Day Volunteer

Volunteer as an individual, or bring a group, and support our events!

* There are so many ways to support our program, mission & vision. What ideas do you have?

For more information about any of these opportunities, please email info@girlsontherunsemi.org



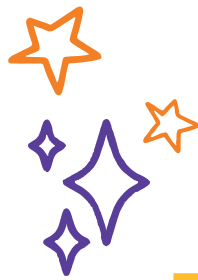
“ MY DAUGHTER HAS LEARNED THE VALUABLE SKILL OF ENCOURAGEMENT, OF DOING HER BEST NO MATTER WHAT, OF HELPING HER GIRLS BECOME THEIR BEST WITHOUT JUDGMENT. SHE HAS BECOME STRONGER, PHYSICALLY, ALSO, AND JUST MIGHT HAVE FOUND THAT SHE LIKES TO RUN! ”
GOTR PARENT



“ I CAN'T SAY ENOUGH ABOUT HOW WONDERFUL GIRL'S ON THE RUN IS. MY DAUGHTER LOOKED FORWARD TO EACH PRACTICE AND WAS SUPER EXCITED AS THE RUN APPROACHED. SHE FELT SHE WAS PART OF SOMETHING THAT WAS BIGGER THAN HERSELF. ”
GOTR PARENT



“ WITHOUT THE CONFIDENCE I GAINED THROUGH DOING GIRLS ON THE RUN, I WOULD NOT BE WHERE I AM TODAY. ”
HOLLY VANGORDON, GOTR ALUM



Girls on the Run 5K



	Celebration Expo Sponsor	Water Station Sponsor	Marketing Sponsor	Shirt Sponsor	Table Sponsor	Virtual Goody Bag Sponsor
Investment	\$10,000	\$6,000	\$3,000	\$1,500	\$500	\$225
Number Available	1	3	5	7	10	15
Benefits						
Exclusive naming rights to our Celebration Expo - (Your Name) Celebration Expo	●					
Opportunity to brand Celebration Expo with company banners, t-shirts, volunteers, cups, etc.	●					
Company name and link featured on our Facebook event page	●					
Industry exclusivity	●	●				
Company name featured in press release	●					
Logo and link on event website	●	●	●			
Logo on 5K postcards and poster	●	●	●			
Logo on back of 5K shirts	●	●	●	●		
Two dedicated social media shout-out with logo (\$50 boosted x 2)	●					
Opportunity to brand water station with company banners, t-shirts, volunteers, cups, etc.		●				
Dedicated social media shout-out with logo (\$50 boosted x 1)		●	●			
Grouped social media "thank you" post with logo				●		
Grouped social media "thank you" post (no logo)					●	
Tent or table at our 5K event	●	●	●	●	●	
Virtual Goody Bag ad	●	●	●	●	●	●
Complimentary 5K event entries:	5	4	3	2	1	
Impact of Investment:	Provides full program scholarships for 2 teams!	Provides healthy snacks at each lesson for 300 girls!	Pays for 100 girls to participate in our 5K event!	Provides athletic shoes to 20 girls in need!	Provides water bottles to 13 teams!	Provides 1 full program scholarship!

Custom sponsorship opportunities available should marketing and/or budget needs vary



PARTNER REGISTRATION FORM



Our company is committed to the partnership levels marked below:

Girls on the Run 5K

- ☐ Celebration Expo Sponsor (\$10,000)
- ☐ Water Station Sponsor (\$6,000)
- ☐ Marketing Sponsor (\$3,000)
- ☐ Shirt Sponsor (\$1,500)
- ☐ Table Sponsor (\$500)
- ☐ Virtual Goody Bag Sponsor (\$225)

Additional Partnership Opportunities

- ☐ Custom Sponsorship (list here): _____
- ☐ Our company would like to hold our spot in the future by committing to a _____ year renewing sponsorship.

Sponsor Name (as you'd like it listed): _____

Contact Name: _____

Address: _____

Email: _____ Phone Number: _____

Website: _____

Social Media Handles: _____

Choose one of the following:

- ☐ Please invoice our company for the amount due.
- ☐ Check enclosed. Checks may be made payable to Girls on the Run and mailed to 3075 Clark Rd, Suite 301, Ypsilanti, MI 48197.
- ☐ Create a custom payment plan for our company for the amount due.
- ☐ Our company will register and pay online. Click the link below or visit:
www.pinwheel.us/register/index/Girls-on-the-Run-Southeastern-Michigan-Sponsorships

Please confirm your partnership by submitting this signed agreement (and logo artwork if applicable*) to info@girlsontherunsemi.org.

**If your partnership level qualifies for your logo to be included on event t-shirts, please submit logo artwork in .ai or .eps vector format.*

**If your partnership level qualifies for your logo to be included in social media posts, please submit logo artwork in JPG or PNG format at 300 dpi resolution or higher.*

Signature: _____ Date: _____

Girls on the Run of Southeastern Michigan is a nonprofit organization under IRS 501(c)(3). Qualified donations are tax deductible.



@GOTRSEMI



@girls-on-the-run-of-southeastern-michigan

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