



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.

Livingston

11 Sites
276 Girls

- 5 Counties
- 51 total sites
- 1,087 total girls

Jackson

3 Sites
77 Girls

Washtenaw

30 Sites
610 Girls

Lenawee

3 Sites
42 Girls

Monroe

4 Sites
82 Girls



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 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 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

20,000+ 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.



“ 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 Program Partnerships



	Finish Line Partner	I Can! Partner	I Connect! Partner	I Belong! Partner	Bold Heart Partner	Mountain Mover Partner	Superstar Partner
Investment	\$20,000	\$15,000	\$10,000	\$7,500	\$5,000	\$2,500	\$1,000
Impact of Investment:	Provide an end-of-season 5K celebration for all program participants, volunteers & community members	Provide evidence-based curriculum, training, and support to 300+ volunteer coaches	Provide full program scholarships for two teams	Provide shoes and athletic wear to 50 girls and coaches in need	Provide healthy snacks at each lesson for 250 girls	Provide support for 20 teams to complete a community impact project	Provide four program scholarships to four girls in need
Additional Mile 1, Mile 2, and Mile 3 benefits	Select any 3*	Select three (one from Mile 1; two from Mile 2 or Mile 3)*	Select two from Mile 2 or Mile 3*	Select one from Mile 2 or Mile 3*	Select one from Mile 3*		
Verbal recognition from Emcee at 5K start line	●						
Verbal recognition from stage at coach training	●	●					
Logo on all print marketing and promotional materials	●	●	●				
Logo in all program and 5K email communications	●	●	●	●			
5K shirts	Logo on front & back	Logo on front & back	Logo on back	Logo on back	Logo on back	Logo on back	
Vendor table at 5K w/ opportunity to provide a fun activity and/or giveaway for participants and families	●	●	●	●	●	●	●
Complimentary 5K entries (includes event shirt and medal)	10	8	6	4	3	2	1
Social Media Recognition to our 8,000 local followers on Facebook, Instagram and LinkedIn	-6 custom posts -2 boosted posts on Meta	-4 custom posts -2 boosted posts on Meta	-3 custom posts -1 boosted post on Meta	-2 custom posts -1 boosted post on Meta	1 post	1 post	1 post
Recognition on website	Logo / Link	Logo / Link	Logo / Link	Logo	Logo	Name	Name
Inclusion in Annual Report	Logo	Logo	Logo	Logo	Logo	Name	Name
Custom Ad in Virtual Goody Bag with link (sent post-5K to all coaches, volunteers, and participants/families)	Full size ad	Full size ad	Half size ad	Half size ad	Quarter size ad	Quarter size ad	Quarter size ad

Mile 1 Benefits

- 5K Presenting Sponsor ("Girls on the Run 5K presented by ____" on all event materials and marketing)
- Coach Training Presenting Sponsor (name on all coach training marketing with opportunity to welcome coaches and provide a swag giveaway)
- Table at annual fundraising event

Mile 2 Benefits

- Premier signage location at 5K (finish line, celebration expo, team flag area, registration table)
- Hand out medals at 5K
- Presenting Sponsor of additional event (Shoe Fitting, Fun Run & Happy Hour, etc.)
- Logo on item provided to program participants (water bottles, cinch bags, etc.)

Mile 3 Benefits

- Signage along 5K course
- Group volunteer or team-building opportunity with additional promotion (prep 5K materials, water stop, start/finish line, unpack 5K materials post-event, etc.)
- 2 tickets to annual fundraising event

***Mile benefits are limited and may be on a first come, first served basis**

****Custom sponsorships and benefits are available. Let us know what you are looking for and we will help create a partnership that promotes your business to thousands of community members and helps girls activate their limitless potential!****



ADDITIONAL PARTNERSHIP AND ENGAGEMENT OPPORTUNITIES

* **Bring a table or activity to a Girls on the Run 5K (\$500)**

Join our 5K celebration expo as a table or activity sponsor! Promote your organization or services & engage with hundreds of community members by providing a giveaway or a fun game or activity for families attending & participating in the 5K. This investment will provide full program scholarships for two girls.

* **Have a table or bring a service to Volunteer Coach Training (\$500)**

Engage with hundreds of volunteers at a coach training event. Provide information, giveaways, or a service such as massage, shoe fitting, jewelry making, etc. This investment will provide full program scholarships for two girls.

* **Congratulate 5K participants with an ad in our Virtual Goody Bag (\$225)**

Place an ad in our Virtual Goody Bag that is emailed to all 5K participants, families, and volunteers after the 5K celebration. Create a custom ad that promotes your organization or services and links directly to your website. This investment will provide a full program scholarship for one girl. (Virtual goody bag ad is included for those hosting a table or activity at the 5K.)

Host a fundraiser class or event

- * Host a fundraiser for Girls on the Run at your gym, yoga studio, fitness boutique, art studio, or other community class or event. We will promote your fundraiser to our network of active and engaged community members.

Donate sales from your business

- * Donate a portion of your sales to Girls on the Run. Whether it is retail, restaurants, wellness, or something else, bring Girls on the Run families and supporters to your business to shop while supporting girls in our community.

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



PARTNER REGISTRATION FORM



Our company is committed to the partnership levels marked below:

- | | |
|---|---|
| <input type="checkbox"/> Finish Line Partner (\$20,000) | <input type="checkbox"/> Mountain Mover Partner (\$2,500) |
| <input type="checkbox"/> I Can! Partner (\$15,000) | <input type="checkbox"/> Superstar Partner (\$1,000) |
| <input type="checkbox"/> I Connect! Partner (\$10,000) | <input type="checkbox"/> 5K Table Sponsor (\$500) |
| <input type="checkbox"/> I Belong! Partner (\$7,500) | <input type="checkbox"/> Coach Training Table Sponsor (\$500) |
| <input type="checkbox"/> Bold Heart Partner (\$5,000) | <input type="checkbox"/> 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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