



## 2027 SPONSORSHIP OPPORTUNITIES

### Why Partner With Girls on the Run?

Partnering with Girls on the Run of Southeastern Michigan builds brand loyalty, engages employees, and demonstrates your commitment to empowering local girls and families.

### WHO WE ARE

#### We Inspire

girls to be joyful, healthy, and confident, using a fun, experience-based curriculum that creatively integrates running.

#### We Envision

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



### 25 YEAR OF IMPACT IN SOUTHEASTERN MICHIGAN

- Since 2001, Girls on the Run of Southeastern Michigan has served **more than 28,000 girls**.
- We reach participants across **Washtenaw, Livingston, Lenawee, Jackson and Monroe** counties.
- We partner with **50+ schools and community sites** annually.
- More than **250 volunteer coaches** help inspire and empower girls each year.

### PROVEN IMPACT THAT LASTS

Girls continue using GOTR skills and strategies years later to navigate friendships, school demands, emotions, and more.



**81%**

of alum credited GOTR with helping them manage emotions.



**89%**

of alum said GOTR influenced their ability to set and achieve goals.



**91%**

of alum said GOTR helped them resolve conflicts with peers.



**87%**

of alum said GOTR supported intentional decision-making.

## 5K AND PROGRAM SPONSORSHIPS

Be recognized all year long for your commitment to helping EVERY girl cross the finish line!

| Sponsorship Levels & Benefits                                                                     | Presenting Sponsor<br>\$25,000 | I Can! Sponsor<br>\$20,000 | I Connect! Sponsor<br>\$15,000 | I Connect! Sponsor<br>\$10,000 | I Belong! Sponsor<br>\$5,000 | Bold Heart Sponsor<br>\$2,500 | Mountain Mover Sponsor<br>\$1,000 | Superstar Sponsor<br>\$500 |
|---------------------------------------------------------------------------------------------------|--------------------------------|----------------------------|--------------------------------|--------------------------------|------------------------------|-------------------------------|-----------------------------------|----------------------------|
| Sponsorships available:                                                                           | 1                              | 2                          | 3                              | 4                              | 5                            | 6                             | 8                                 | 12                         |
| Thanks to your support, Girls on the Run will impact the lives of...                              | 110+ girls                     | 88+ girls                  | 66+ girls                      | 44+ girls                      | 22+ girls                    | 11+ girls                     | 4+ girls                          | 2+ girls                   |
| Exclusive presenting sponsor of spring and fall program and 5Ks, with premier logo placement      | ♥                              |                            |                                |                                |                              |                               |                                   |                            |
| Logo on spring and fall 5K bibs                                                                   | ♥                              | ♥                          |                                |                                |                              |                               |                                   |                            |
| Logo on back of spring and fall program shirts                                                    | ♥                              | ♥                          | ♥                              |                                |                              |                               |                                   |                            |
| Opportunity to visit a GOTR practice and send a personalized message to our coaches               | ♥                              | ♥                          | ♥                              | ♥                              |                              |                               |                                   |                            |
| Logo on spring and fall 5K and program marketing materials                                        | ♥                              | ♥                          | ♥                              | ♥                              |                              |                               |                                   |                            |
| Signage at spring 5K finish line and 10x10 booth space at spring 5K                               | ♥                              | ♥                          | ♥                              | ♥                              | ♥                            |                               |                                   |                            |
| Recognition in strategic social media posts throughout the year                                   | ♥                              | ♥                          | ♥                              | ♥                              | ♥                            | ♥                             |                                   |                            |
| Logo on council website homepage, e-newsletter footers, and 5K social media post                  | ♥                              | ♥                          | ♥                              | ♥                              | ♥                            | ♥                             |                                   |                            |
| Logo on 5K website landing page                                                                   | ♥                              | ♥                          | ♥                              | ♥                              | ♥                            | ♥                             | ♥                                 |                            |
| Logo on back of spring 5K shirts                                                                  | ♥                              | ♥                          | ♥                              | ♥                              | ♥                            | ♥                             | ♥                                 | ♥                          |
| Opportunity to include a message to 5K participants and volunteers in spring 5K virtual goody bag | ♥                              | ♥                          | ♥                              | ♥                              | ♥                            | ♥                             | ♥                                 | ♥                          |

# LIMITLESS POTENTIAL BREAKFAST SPONSORSHIPS

DATE TBD (Fall 2027)

7:30-9:00 a.m.

Kensington Hotel, Ann Arbor

Join us for our third annual Limitless Potential Breakfast! Begin your day with joyful networking and inspiring storytelling while helping to unlock the limitless potential of girls in our community and ensuring access to high-quality, confidence building programming.



## Presenting Sponsor \$12,000

- Two VIP tables (20 complimentary tickets)
- Premier logo placement with "presented by" on all event materials, signage and promotion
- Opportunity to speak during event program
- Shout-out during opening and closing remarks
- Photo op with keynote speaker
- Opportunity to provide swag item for guests
- Logo/link on council website homepage (for businesses) and/or name on Pacesetter webpage (for individuals)
- Logo/link or name on event website, pre-event emails, and post-event recap
- Dedicated social media shout-out
- Logo or name on event signage/slideshow

Only  
Two  
Available!

## Star Power Sponsor (\$7,500)

- One VIP table (10 tickets)
- Photo op with keynote speaker
- Shout-out during opening and closing remarks
- Logo/link on council website homepage (for businesses) and/or name on Pacesetter webpage (for individuals)
- Logo/link or name on event website, pre-event emails, and post-event recap
- Dedicated social media shout-out
- Logo or name on event signage/slideshow

Supports one  
"Star Site"  
full scholarship  
team!

## Transformation Sponsor (\$3,000)

- Six complimentary tickets
- Logo/link on council website homepage (for businesses) and/or name on Pacesetter webpage (for individuals)
- Logo/link or name on event website, pre-event emails, and post-event recap
- Dedicated social media shout-out
- Logo or name on event signage/slideshow

## Empowerment Sponsor (\$1,500)

- Four complimentary tickets
- Name on Pacesetter webpage (for individuals)
- Logo/link or name on event website, pre-event emails, and post-event recap
- Grouped social media shout-out
- Logo or name on event signage/slideshow

## Confidence Sponsor (\$750)

- Two complimentary tickets
- Name on Pacesetter webpage (for individuals)
- Logo/link or name on event website and post-event recap
- Grouped social media shout-out
- Logo or name on event signage/slideshow

## ADDITIONAL PARTNERSHIP AND ENGAGEMENT OPPORTUNITIES

### PACESETTERS

Pacesetters is a group composed of passionate and positive role models who are leading families, businesses, organizations, teams and government institutions. Your leadership and contribution of at least \$225 (or \$19/month) will provide a full scholarship for a Girls on the Run participant and qualifies you to be listed as a Pacesetter on our website and in our annual report.



### SOLEMATES

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. Individuals, groups, and corporate groups are all welcome!



### 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 some thing else, bring Girls on the Run families and supporters to your business to shop while supporting girls in our community.

### VOLUNTEER

Coach a team, volunteer at our spring 5K or coach training, or volunteer in our office to help pack program supplies, 5K materials, and more! We have plenty of opportunities for individuals and groups!

**There are so many ways to get involved and to support joyful, healthy, and confident girls!**  
**What ideas do you have?**

**READY TO EMPOWER?**

Every girls deserves to cross the finish line!

Do you want to support the mission of inspiring girls to be joyful, healthy and confident?  
Does your organization want to help create a world where every girls knows and activates her limitless potential and is free to boldly pursue her dreams?

22,000  
annual  
website  
visitors

12,000  
e-newsletter  
subscribers

500+  
engaged  
volunteers

2,500+  
5K participants  
annually

1,500+  
5K  
spectators

9,000  
followers on  
social media

- ☆ Commit to your sponsorship early to get full advantage of all benefits
- ☆ Give now or pledge when you will give your commitment
- ☆ Pay all at once or in agreed upon installments

Contact our Development Lead Reese Waterhouse to secure your sponsorship today.  
[reese@girlsontherunsemi.org](mailto:reese@girlsontherunsemi.org)

Thank you for your interest and enthusiasm!



**WHEN YOU SUPPORT GIRLS ON THE RUN YOU...**



Gain exposure through our website, social media channels and marketing materials.

Engage employees in a meaningful, mission-driven experience.

Showcase commitment to strengthening health and wellness in our community.

Receive access to a collaborative, customized, and mutually beneficial partnership activations that drive sales, customer loyalty, and new customer acquisition.

Make a TRANSFORMATIVE IMPACT on the lives of girls and their families!