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 schieve 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 $25,000	I Can! Sponsor $20,000	I Connect! Sponsor $15,000	I Connect! Sponsor $10,000	I Belong! Sponsor $5,000	Bold Heart Sponsor $2,500	Mountain Mover Sponsor $1,000	Superstar Sponsor $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	♥	♥	♥	♥				
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	♥	♥	♥	♥	♥	♥	♥	
Signage along spring 5K course and a 10x10 space to table at spring 5K	♥	♥	♥	♥	♥	♥	♥	
Logo/Name 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

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.

DATE TBD (Fall 2027)
7:30-9:30 a.m.
Kensington Hotel, Ann Arbor

Presenting Sponsor $12,000

Only Two Available!

- 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

Star Power Sponsor ($7,500)

Supports one "Star Site" full scholarship team!

- 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

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.

Girls on the Run Pacesetters
Leaders today setting the pace for leaders tomorrow

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!

SOLEMATES®
Girls on the Run

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 matierals, 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?

- ☆ **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
Thank you for your interest and enthusiasm!

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

WEHN 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!