



Girls on the Run®



16 Years • 10 Counties • 40 + Sites • 10,000 Girls

Will You Join Us?

When you partner with Girls on the Run, you are telling your community that girls can make a difference, ignite change and be part of the solution. Help create a world where every girl knows and activates her limitless potential. Each sponsorship opportunity offers unique benefits and all sponsorships support our mission.



WHO WE ARE

Girls on the Run of Eastern Iowa is a 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 program drives transformative, sustained change in the lives of third-to eighth grade girls.

WHAT WE DO

Using an intentional curriculum that integrates physical activity, our trained volunteer coaches teach girls critical life skills and strategies they can apply to all aspects of their lives.

WHY IT MATTERS



Girls' self-confidence begins to drop by age 9.



Our programs boost girls' self-worth when they need it most.



50% of girls ages 10 to 13 experience bullying.



97% of participants say they learned critical skills to manage emotions, resolve conflict, help others or make intentional decisions.



Girls' physical activity levels decline starting at age 10.



Girls who are least active at the start of the program increased their physical activity by more than 40%.



QUESTIONS?



Abbie Reuter

✉ abbie.reuter@girlsontherun.org

☎ 319-214-0154

For more information, visit girlsontherun.org/partner

The Finish Line is Just the Beginning

At the 5K celebration, nearly 1,000 people will gather as a community to celebrate the courage inside of every GOTR participant. On this day, teams unite to recognize how far our participants have come and how far they will continue to go. GOTR is more than the 5K. Your contribution can also go to general support in helping us keep registration fees down and provide financial assistance to participants, or be designated to a particular area for you to see the direct impact of your gift, like providing healthy snacks or even sponsoring a specific team.

BENEFITS

	10,000+	\$5,000- \$9,999	\$2,500- \$4,999	\$1,000- \$2,499	\$500- \$999
Logo on Race Bib & Sponsor Spotlight story in e-newsletter	★				
Logo on program shirts if committed by March 6	★	★	★		
Logo Placement at Event	Registration & Finish Line	Finish Line	Team Village Activity Station	On-Course Cheer Station	
Sponsor recognition at 5K events(virtual or in-person)	Option to Address Attendees	★	★	★	★
Recognition on Social Media	Dedicated Post + logo on all 5K Posts	Dedicated Post	All Sponsor Post	All Sponsor Post	All Sponsor Post
Logo inclusion on website & digital communications	Main Website + Newsletters + 5K	Main Website + newsletters + 5K	Main Website+ 5K +5K emails	5K Website & 5K emails	5K Website & 5K emails
Complimentary 5K entries	10	8	5	2	1



5K SPONSORSHIPS

Swag Partner - \$3,000 (1 available)

Provide a lasting memory for the event by providing a commemorative 5K T-shirt to all participants. (only available if a sponsor is secured)

Transportation Partner - \$2,500 (1 available)

Ensure everyone can access the event safely. These funds cover buses for our low-income sites.

Treat Partner - \$1,500 (1 available)

In addition to finish line fueling, bring joy by sponsoring Kona Ice for a post-race treat.

Safety Partner - \$1,000 (1 available)

Stock our aid stations (3) and cover the cost of on-call ambulance services on-site.

Spreading Joy Partner - \$1,000 (5 available)

Sponsor one of our Team Village experience stations: DJ, Selfie Station, Happy Hair & Tattoos, or Inspiration Station.

Motivation Partner - \$500 (up to 6 available)

Sponsors on-course cheer stations and signage to keep everyone moving to the finish line.

SEASON IMPACT PARTNERSHIPS

Healthy Snack & Community Impact Partner - \$3,600 or \$300/month (2 available)

Each site is provided an allowance to purchase healthy snacks to fuel participants at each practice, incidental supplies for the team's community impact project at the end of the season. On average this results in a budget of \$140/team of 15 with an average of 50 teams per year - that adds up!

GOTREI Team - \$4,440 or \$370/month \$2,550 or \$213/month

GOTR participants pay a supplemental program fee of \$170, but the actual cost to provide the program is \$296 per participant. A contribution of \$2,550 covers the registration fee for a team of 15 and anything extra helps us cover the actual cost of the team. Additional benefits with this focus is engagement opportunities for your team to coach, serve as running buddies, or come out for a site visit.

Coach Empowerment Circle

Small contributions can make a big difference! That's why we've established this sponsorship circle to highlight and celebrate small businesses in our community and provide you a way to empower the next generation in a meaningful and accessible way. Our volunteer coaches are the backbone of our program and retaining them is key. **You can be part of it!**

Crafted for Small Businesses!

ABOUT OUR COACHES & SITES

YOUR IMPACT

With your sponsorship of \$250-\$500 annually, you'll support and enhance the coach experience through:

- Empowering Education: **coach training** for growth and excellence
- **Upgraded coach essentials**: stylish t-shirts and on-trend seasonal coach gift
- Appreciation and recognition: the re-launch of our **semi-annual coach appreciation event**
- Special Offers: **extend a unique promotions exclusively for GOTR coaches to bring them into your business** (e.g. coupons, free class/session, etc.)

~200 coaches annually

- Iowa City Area: 49%
- Cedar Rapids Area: 38%
- Cedar Valley Area: 13%

Active Counties:

Buchanan
Black Hawk
Fayette
Linn
Johnson
Washington

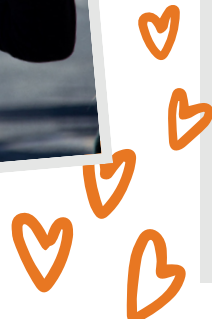
Age	% in Age Band
20-29	27%
30-39	26%
40-49	22%
50+	27%

BENEFITS

As a member of the Coach Empowerment Circle, your business will enjoy a range of benefits:

- Proud **GOTR Supporter sticker** for your business store front
- **Logo placement** on the back of the upgraded coach shirt, weekly coach emails, our partnership webpage and Coach thank you cards that accompany the seasonal coach gift.
- **Opportunity to offer coaches a promotional opportunity/item each season**
- Invitation to **participate in/be represented at coach training and/or appreciation event(s)**
- Group **Social Media Post** highlighting Coach Empowerment Circle Sponsors in each region.

★ runs January - December 2024





January-December 2024 Sponsor Pledge Form



To become a sponsor, complete our [online pledge form](#) at:

OR the paper form below and return it by email to Executive Director, Abbie Reuter (abbie.reuter@girlsontherun.org) or by mail to 26 East Market Street, Iowa City, IA 52245.



SPONSOR Please select a general giving level OR designated Impact Area:

- I'd like to provide a general sponsorship in the following amount: _____
- I'd like to join the Coach Empowerment Circle (\$250-500)_____
 - I have an exclusive promotion I'd like to offer coaches: _____
- I'd like to sponsor the following area:

<input type="checkbox"/> Healthy Snack & Community Impact Partner (\$3,500)	<input type="checkbox"/> GOTR Team Partner (\$2,550-4,040) _____	<input type="checkbox"/> 5K Swag Partner (\$3,000)	<input type="checkbox"/> 5K Safety Partner (\$1,000)
		<input type="checkbox"/> 5K Transportation Partner (\$2,500)	<input type="checkbox"/> 5K Spreading Joy Partner (\$1,000)
		<input type="checkbox"/> 5K Treat Partner (\$1,500)	<input type="checkbox"/> 5K Motivation Partner (\$500)
- We would prefer to make a tax deductible donation: <https://www.girlsontheruniowa.org/donate>

PAYMENT INFORMATION

- My check is enclosed.
Please make payable and send to:

Girls on the Run of Eastern Iowa
26 E. Market Street
Iowa City, 52245
- Charge my credit card (please include billing information to the right)

CC number: _____
Exp. date: _____ Security code: _____
- Please Invoice our organization (you will have the option of ACH or check payment)
- We will make our payment online: <https://www.girlsontheruniowa.org/giving/GOTREI-Sponsorship>

Billing Information

Company: _____

Name: _____

Address: _____

City _____ State _____ Zip: _____

Email: _____

Phone: _____

