



SPONSORSHIP OPPORTUNITIES 2024

OUR MISSION

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

OUR PROGRAM

At Girls on the Run Capital Region we inspire girls to recognize their inner strength and celebrate what makes them one of a kind. Trained coaches lead small teams through our research-based curricula which includes dynamic discussions, activities and running games. We serve girls at sites across Albany, Rensselaer, Schenectady, Saratoga, Warren, and Washington counties.

Over the course of the ten-week program, girls in 3rd through 8th grade develop essential skills to help them navigate their worlds and establish a sense of the mind-body connection. The program culminates with girls positively impacting their communities through a service project and the sense of accomplishment and confidence that comes with crossing the finish line at their celebratory 5K event.

WHY IT MATTERS

Studies show that 3rd through 8th grade is a critical period of time. Their self-confidence begins to drop by age nine, 50% of girls ages 10 to 13 experience bullying, and physical activity levels begin to decline. A recent independent study found that the Girls on the Run intentional life skills curriculum, delivered by highly trained coaches, positively impact girls' lives by helping them increase their self-confidence, develop healthy relationships and feel good about themselves. At an age when girls are constantly trying to measure up to ideas of who they should be when they're still discovering who they are, Girls on the Run shows them that their potential isn't just enormous, it's beyond measure.

THE IMPACT

Since 2014, GOTR Capital Region provided financial assistance to over 40% of our program participants who otherwise may not have been able to participate in Girls on the Run.

The \$300 cost per participant includes curriculum books, coach training, staff support, t-shirts for the coaches and girls, coach background checks, facility fees, insurance, all program materials, a healthy snack at every practice and CPR and First Aid Training to ensure every girl has the best (and safest) experience with Girls on the Run.

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I still get tears in my eyes when I think about that moment when they crossed the finish line and received their medals. After the race, they all kept saying, 'This was the best day ever, this was the best day of my entire life. I can't wait for the next 5K.'



 GOTR relies on fundraising revenue to make up the funding gap. This revenue comes from sponsorships, donations and grants.

\$350

Actual cost per girl

\$25-

\$175

Registration fees per girl

\$175-

\$325

Funding Gap per girl

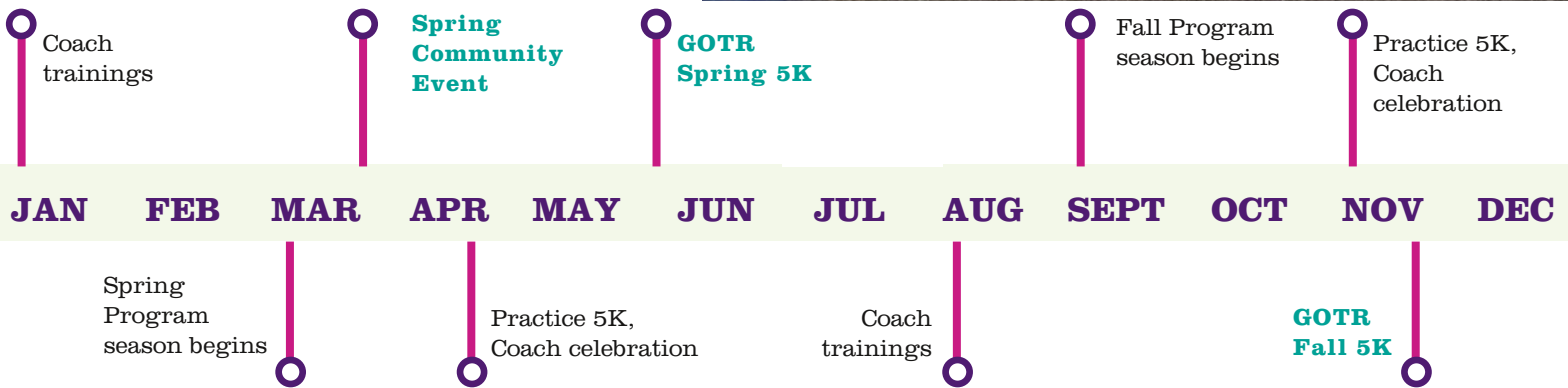


OUR AUDIENCE

Email Subscribers	6,500
<i>Social Followers:</i>	
Facebook	2000+ and
Instagram	growing
Twitter	
Volunteer Coaches	200 Annually
Friends, Family, Spectators, Supporters	3,000 Annually
Event Volunteers	400+ Annually
Program Participants	750+ Annually



WHEN WILL YOU REACH OUR AUDIENCE?



Thank you
to our 2023 partners!

Finish Line Sponsor:

HIGHMARK

Pace Setter Sponsors:

adidas | IBI | Broadview | EmUrgentCare | runforwomen | PIONEER | REGENERON | healthy futures | United Way

Warm Up Sponsors:

AccuStaff | BARE | BIMBO | CPHP | ALBANY | MetzWood | orangeTheory | KeyBank | BONE & JOINT | THE HOT YOGA SPOT

Stretch Sponsors:

Brick House | PIV | BROWN | WEINBAUER | OPTICAL | CONSIGLIA | Cb | HMS Agency, Inc. | hodes & landy | Monticello | MERRILL | RM&S

In-Kind Sponsors:

BEST FRIENDS FORUM | THE CHILDREN'S MUSEUM AT SARATOGA | HANNAH | PENNCO | Price Cropper | MARY KET

GOTR National Partners

SPONSORSHIP OPPORTUNITIES

PROGRAM SPONSORS

Program sponsors support overall GOTR programming across the year, from coach training and curriculum to 5K event needs to make it a memorable day for all girls. Visibility for our program sponsors is primarily at the end of season celebratory 5K, which gives girls a tangible sense of accomplishment. Our 5Ks have between 750-1000 girls, coaches, families, and supporters cheering them on.

SNEAKER SOIREE

We celebrate the accomplishments of our girls and alumna and highlight our coaches, parents, board and associate board members. Our Sneaker Soirée is an evening event featuring cocktails, food, and fun. Our most dedicated and generous supporters will be in attendance along with Capital Region-based business and community leaders.

ADOPT-A-TEAM

This is a unique opportunity to support the youth in our communities. By "adopting" a team you have the opportunity to support our scholarship fund which helps more children have access to our program. Your contribution will help provide running shoes to program participants in need and so much more.

IN-KIND DONATIONS & CUSTOM SPONSORSHIPS

Interested in contributing your products or services to one or more of our signature events? Our in-kind donors help make our events great at all levels. Some perks available to our in-kind donors include name and logo on website and a shout-out on social media. If you're interested in sponsoring our 5Ks and/or the Sneaker Soiree, we'd love to figure out a custom sponsorship package that works for your organization! Beyond these events, if there are other ways that you're interested in supporting Girls on the Run Capital Region, we'd love to work with you.

Program Sponsorships

FINISH LINE SPONSOR

- Official 2024 program sponsor - exclusive to one sponsor per year
- Logo on all program and 5K communications and on social media/website throughout 2024
- Spring & Fall 5K benefits to include:
 - Logo on 5K bibs, registration and event signage, and back of program tshirt*
 - Option for co-branded giveaway item at each race
 - Public acknowledgement at 5Ks with option to speak and/or host a table at each 5K and provide items for race swag bags
 - 10 complimentary 5K entries per race
- Logo recognition as Finish Line Sponsor at Spring Sneaker Soiree

\$10,000

PACE SETTER

- Logo on finish line signage, back of program t-shirt*, on all program & 5K communications and on social media/website
- Option to speak and/or host a table at both 5Ks and provide items for race swag bag
- 8 complimentary 5K entries per race

\$5,000

STRIDER

- Logo on mile marker signage, back of program t-shirt*, on all program & 5K communications and on social media/website
- Option to host a table at both 5Ks and provide items for race swag bag
- 5 complimentary 5K entries per race

\$2,000

WARM UP SPONSOR

- Logo on water stop signage and on all program & 5K communications and on social media/website
- Option to host a table at both 5Ks and provide items for race swag bag
- 3 complimentary 5K entries per race

\$1,000

STRETCH

- Logo on all program & 5K communications and on social media/website
- Option to host a table at both 5Ks & provide items for race swag bag
- 2 complimentary 5K entries per race

\$500

*Must commit by March 15 to be included on spring t-shirts & Sept 15 to be included on fall t-shirts

Sneaker Soiree Sponsorships

PLATINUM SPONSOR

- Headlining sponsor for the event - exclusive to 3 sponsors for the event
- Premier branding opportunity: Naming opportunity for Bar, Food, or Entertainment at event to be presented by your company
- Prominent logo placement including logo on e-invites, event website, e-signage, media releases, email blasts, and social media
- Prominent placement on event night signage and company logo in event program
- Verbal recognition at Sneaker Soirée & option to speak at event
- Special recognition on event page of GOTRCR website, with link to the company site
- 6 VIP tickets to the Sneaker Soiree

\$2,500

GOLD SPONSOR

- Prominent placement on event night signage and company logo in event program
- Prominent logo placement on e-invites, event website, e-signage, email blasts, and social media
- Verbal recognition at Sneaker Soiree
- 4 VIP tickets to the Sneaker Soiree

\$1,000

SILVER SPONSOR

- Company logo placement on e-invites, event website, e-signage, email blasts, and social media
- Inclusion on event night signage and logo in program
- 2 VIP tickets to the Sneaker Soiree

\$500

BRONZE SPONSOR

- Company logo placement on e-invites, event website, e-signage, email blasts, and social media
- Name listed on event night signage and in program
- 2 tickets to the Sneaker Soiree

\$250

Adopt-A-Team

Your business or organization can empower an entire team of girls at one of our scholarship sites. The Adopt-A-Team sponsorship also includes opportunities for your employees or members to engage with the program as coaches, running buddies, or general volunteers. We can help you choose a team based on active teams closest to your organization's location.

ADOPT-A-TEAM SPONSOR LEVEL

\$2,500

Fully support the cost of providing high-quality after school program to one team for one season

BENEFITS INCLUDE THE FOLLOWING:

- ✓ **A CHANCE TO CHEER YOUR TEAM ON AT THE END OF SEASON 5K**
- ✓ **A TEAM ADOPTER YARD SIGN AT THE END OF SEASON 5K**
- ✓ **HAVE A SPONSOR TABLE AT THE END OF THE SEASON 5K**
- ✓ **COMPANY LOGO ON OUR WEBSITE**
- ✓ **SOCIAL MEDIA ACKNOWLEDGEMENT AS ADOPT A TEAM SPONSOR**

PLEDGE FORM

BECOME A SPONSOR **today!**

To become a sponsor, please complete this form and return it to Executive Director, [Sarah Smith-Syden](mailto:sarah.syden@girlsontherun.org) by email (sarah.syden@girlsontherun.org) or mail (18 Computer Drive West, Suite 102 Albany, NY 12205).

Program

SPONSORSHIP LEVEL (check one):

- Finish Line Sponsor: \$10,000
- Pace Setter Sponsor: \$5,000
- Strider Sponsor: \$2,000
- Warm Up Sponsor: \$1,000
- Stretch Sponsor: \$500

Sneaker Soiree

SPONSORSHIP LEVEL (check one):

- Platinum Sponsor: \$2,500
- Gold Sponsor: \$1,000
- Silver Sponsor: \$500
- Bronze Sponsor \$250

Adopt-A-Team

SPONSORSHIP LEVEL (check one):

- Adopt-A-Team: \$2,500

**Finish line sponsor is exclusive to one sponsor per year*

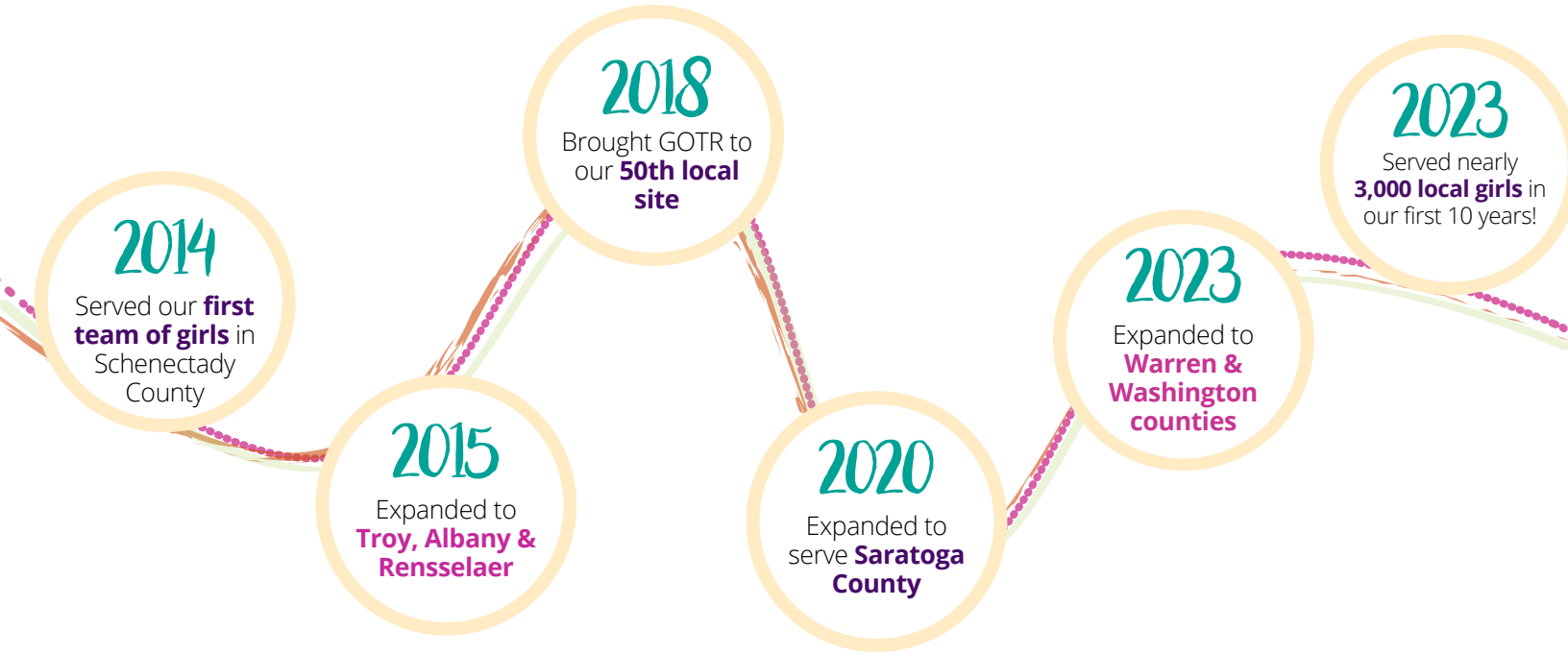
Payment Information

- My check is enclosed.
Please make payable to Girls on the Run Capital Region and send to:
- I'll pay via the website.
Please go to <https://www.gotr-cr.org/donate> for payment.

Girls on the Run Capital Region
18 Computer Drive West
Suite 102
Albany, NY 12205



CHEERS TO 10 YEARS!



2024 marks our 10th year serving the Capital Region! In this decade of service, we have proudly provided over 40% of participants with financial scholarships, ensuring that no girl is left behind due to financial barriers. Every finish line crossed has been possible because of the generous support of our sponsors and community partners. With the continued support of our community, we can keep making strides towards a world where every girl knows and activates her limitless potential.

GIRLS ON THE RUN CAPITAL REGION SITES

Past & Present

Albany Academy for Girls
 Algonquin Middle School**
 Arbor Hill Elementary School (BGCCA)
 Ballard Elementary School **
 Bethlehem Middle School**
 Central Park Middle School
 Charlton Heights Elementary**
 Collins Park
 Delmar Community Team
 Eagle Elementary
 Elsmere Elementary**
 Francis L. Stevens Elementary**
 Giffen Elementary (BGCCA)
 Girls Inc. (Albany)**
 Girls Inc. (Schenectady)**
 Girls Inc. (Troy)**
 Glenclyff Elementary School**
 Glendaal Elementary School**
 Glenmont Elementary School
 Glenville YMCA**
 Glen-Worden Elementary School**
 Greenbush YMCA**
 Greenville Central Middle School
 Hamagrael Elementary**
 Hillside Elementary

Heatly School**
 Indian Meadows Park (Glenville)**
 Historic Salem Courthouse**
 Hoffman Park**
 Howe Elementary School**
 Hudson Falls Middle School**
 Keane Elementary**
 KIPP Tech Valley Charter School
 Knickerbocker Middle School**
 Latham Ridge Elementary
 Lincoln Elementary**
 Lincoln Park
 Loudonville Elementary**
 Malta YMCA**
 Mechanicville Area Community Services Center**
 Mechanicville Middle School
 Menands School**
 Miller Hill Sand Lake Elementary School**
 Mont Pleasant Middle School
 O'Rourke Middle School
 Paige Elementary**
 Pieter B. Coeymans Elementary
 Phillip Schuyler Achievement Academy (BGCCA)

Pleasant Valley Elementary
 Poestenkill Elementary School**
 Ravena Coeymans Selkirk Middle School
 Sacandaga Elementary School**
 Saratoga Independent School**
 Saratoga Spa State Park**
 School 2 - Troy**
 Scotia Glenville Middle School**
 Shaker Junior High School
 Sheridan Preparatory Academy (BGCCA)**
 Slingerlands Elementary**
 Southern Saratoga YMCA**
 St. Clement's Regional Catholic School
 Thomas O'Brien Academy of Science & Technology (BGCCA)**
 Troy Middle School**
 Troy YMCA**
 Van Antwerp Middle School
 West Sand Lake Elementary School**
 Woodland Hills Montessori

** denotes 2022-2023 spring site

All photography provided by @annavictoriaphotography anna-victoria.com & @jayres-photography jayresphotography.com

