



SPONSORSHIP OPPORTUNITIES 2025

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 eight-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.

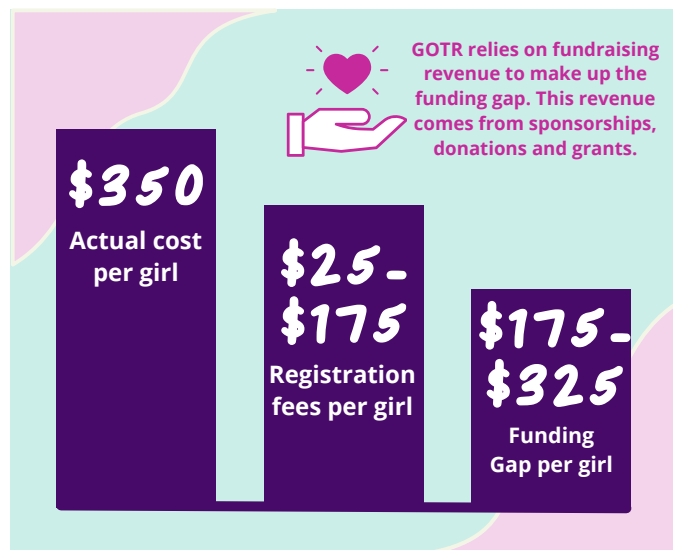
THE IMPACT

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 \$350 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.'

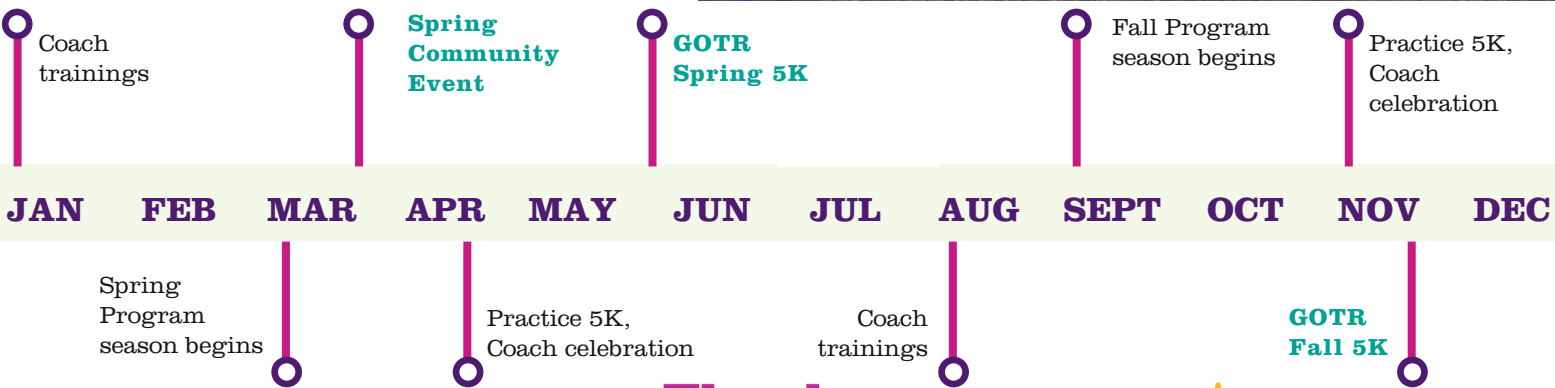


OUR AUDIENCE

Email Subscribers	6,500
<i>Social Followers:</i>	
Facebook	
Instagram	2500+
LinkedIn	
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 2024 partners!

Finish Line Sponsor:



Pace Setter Sponsor:



Strider Sponsor:



Warm Up Sponsor:



Stretch Sponsor:



In-Kind Sponsor:

Aldi Best Frame Forward Bimbo Bakeries Penske Price Chopper Tri-City ValleyCats

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 2025 program sponsor - exclusive to one sponsor per year
- Logo on all program and 5K communications and on social media/website throughout 2025
- 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 the event program
- Verbal recognition at Sneaker Soirée & option to speak at the event
- Special recognition on the event page of GOTRCR website, with a link to the company site
- 8 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
- 6 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
- 4 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 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:

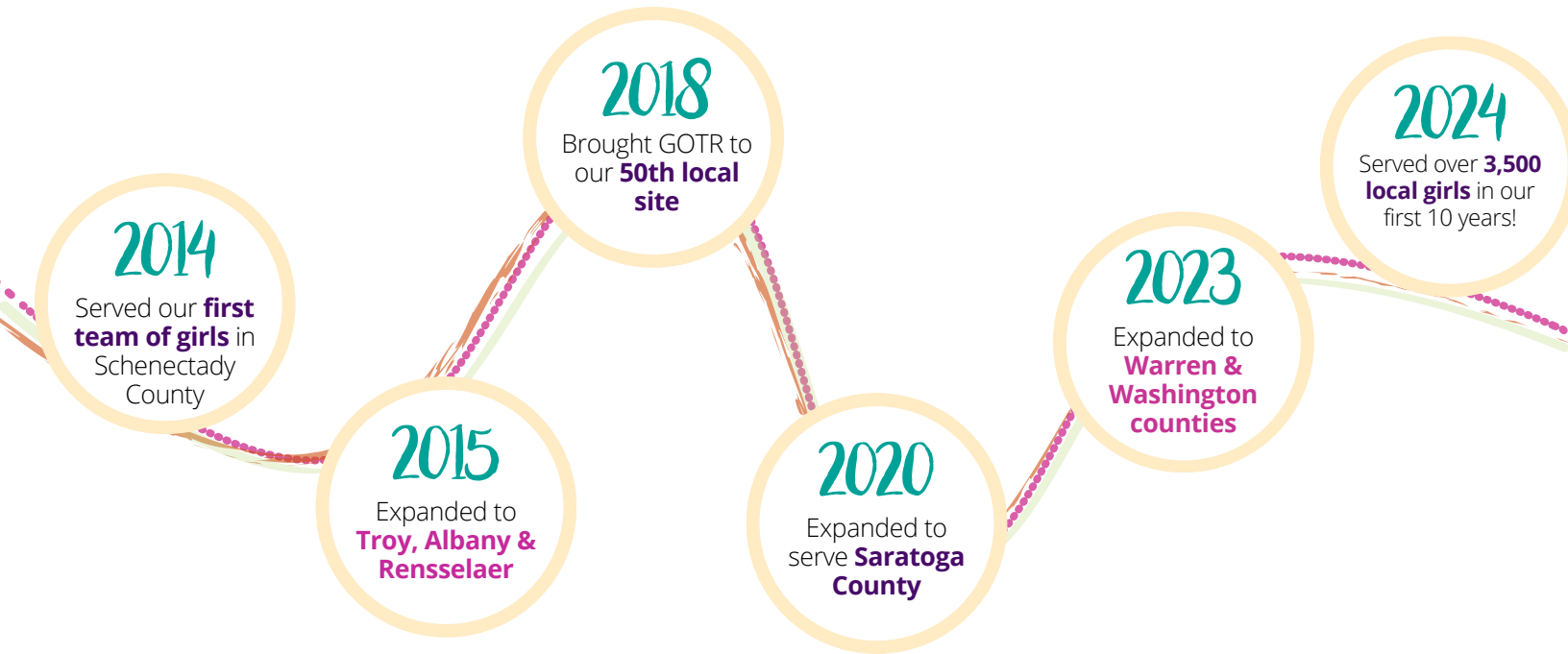
Girls on the Run Capital Region
18 Computer Drive West
Suite 102
Albany, NY 12205

- ☐ I'll pay online.* Please go to www.pinwheel.us/r/MJZUChy for payment.

*Processing fees will be added.



CHEERS TO 10 YEARS!



2024 marked 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

Academy of the Holy Names**
Albany Academy for Girls
Algonquin Middle**
Arbor Hill Elementary
Ballard Elementary**
Bethlehem Middle **
Blue Creek Elementary**
Caroline Street Elementary**
Castleton Elementary**
Central Park Middle
Charlton Heights Elementary
Craig Elementary**
Eagle Elementary
Elsmere Elementary**
Francis L. Stevens Elementary
Giffen Elementary
Girls Inc. (Albany)**
Girls Inc. (Schenectady)**
Girls Inc. (Troy)
Glenclyff Elementary**
Glendaal Elementary
Glenmont Elementary
Glen-Worden Elementary**
Greenbush YMCA
Hamagrael Elementary**

Hillside Elementary
Heatly School
Historic Salem Courthouse**
Hoffman Park
Howe Elementary**
Hudson Falls Middle**
Keane Elementary**
KIPP Tech Valley Charter
KIPP Troy Prep Middle**
Knickerbocker Middle
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**
Mont Pleasant Middle
O'Rourke Middle
Paige Elementary**
Pieter B. Coeymans Elementary
Phillip Schuyler Achievement Academy (

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

** denotes 2024 site

