

# Girls on the Run

## Capital Region



## SPONSORSHIP OPPORTUNITIES



GET INVOLVED.  
TRANSFORM LIVES.

When you sponsor Girls on the Run, you make it possible for more girls to unlock their power and potential.

# 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.

## We honor our Core Values:

- Recognize our power and responsibility to be intentional in our decision-making
- Embrace our differences and find strength in our connectedness
- Express joy, optimism, and gratitude through our words, thoughts and actions
- Nurture our physical, emotional, and spiritual health
- Lead with an open heart and assume positive intent
- Stand up for ourselves and others



## We take pride in our progress:

- Girls on the Run Capital Region has supported girls across our region for over 10 years!
- Over 4,000 youth served locally since 2014.
- Our council covers 6 counties.
- We hosted over 50 teams in 2025 and support over 180 dedicated volunteer coaches each year!

## SPONSORS SAY

"We are proud of our continued partnership with Girls on the Run, supporting this shared commitment of inspiring young women and unlocking their limitless potential."

# THE IMPACT OF YOUR INVESTMENT



We asked participants:  
"What did you learn at Girls on the Run"

★ It's important to feel good about yourself!

"You are so brave!" \*

"Be Yourself!"

"Keep on trying!"

## THE TANGIBLE BENEFITS OF YOUR GIFT

Girls on the Run Capital Region relies on fundraising revenue to make up the funding gap. The actual cost per girl to participate is \$350. GOTRCR subsidizes EVERY girl's program fee AND provides additional financial assistance to those that need it.

\$175  
REGISTRATION  
FEE

\$175  
FUNDING  
GAP

\$350 ACTUAL COST  
PER GIRL

To successfully fund over 700 girls annually, GOTR Capital Region raises over \$120K a year!

# HOW WE BUILD CONFIDENCE



Girls on the Run offers three fun, research-based curricula designed to inspire confidence, build friendships, and support the unique needs of today's girls.

## HELLO, SUPERSTAR!

The confidence to be themselves.

## HELLO, MOUNTAIN MOVER!

The confidence to do hard things.

## HELLO, BOLD HEART!

The confidence to share what's in their heart.

# WHY GIRLS ON THE RUN?



Evidence-based research from leading youth development experts has proven that Girls on the Run:



Promotes independent thinking and intentional decision-making



Enhances girls' ability to stand up for themselves and others



Establishes lifelong habits of health and wellness

Fosters healthy relationships



Builds confidence and self-respect

Our intentional curriculum, caring coaches, and inclusive environment create real results:

- 97% of girls say they felt like **they belonged**
- 85% of girls report **improved confidence and connection**
- 97% of girls learned **life skills**
- 98% of girls would **recommend GOTR to a friend**
- 94% of parents reported GOTR was a **valuable experience**



# SPONSORSHIP BENEFITS



Opportunity to authentically showcase a commitment to empowering women, girls, and families to be active, happy, and healthy!



Meaningful employee engagement opportunities!

Exposure leading to new customer acquisition and deepening existing customer relationships!



Visibility as a company that cares, driving sales and customer loyalty!

## EMPLOYEES SAY

"As a Fleet Feet employee, I am proud of the brand-wide focus on giving back to our communities and believe that we inspire others to serve by leading the way! I believe in the mission of Girls on the Run!"

# ANNUAL SPONSORSHIP LEVELS

All annual sponsorship levels include benefits across both Girls on the Run 5K events

**SOLD OUT**



## Presenting Sponsor\* — \$10,000

Your organization plays a leading role in the success of the 2026 Girls on the Run program and both 5Ks. Benefits include **logo placement on the finish line banner, 5K bibs, and the back of program T-shirts**, along with inclusion in all 2026 5K communications, social media, and on our website. Sponsors receive **public recognition at both events, with the option to speak** and host a table at each 5K, provide co-branded giveaways, and receive ten (10) complimentary race entries per event.

\*One Available

**SOLD OUT**

## Courageous Coach Sponsor\* — \$5,000



The Courageous Coach Sponsor is the **primary sponsor of our entire volunteer coach program**, supporting the training and materials coaches need to deliver the full Girls on the Run experience. Benefits include **visibility at Coach Gear Up Nights, recognition at the Coach Tent area at both 5Ks, and a brief pre-race "Coach Appreciation Moment" where coaches are acknowledged and celebrated**. Additional benefits include logo placement on the back of program T-shirts, inclusion in all program and coach communications, and **eight (8) complimentary race entries per event**.



\*One Available



## Strider Sponsor — \$2,000

Strider Sponsors are recognized at both Girls on the Run 5Ks with **logo placement on mile marker signage** and the back of program T-shirts. Benefits also include inclusion in all 2026 5K communications, social media, and on our website, the option to host a table at each event, provide branded items for swag bags, and **six (6) complimentary race entries per event**.



## Warm Up Sponsor — \$1,000

Warm-Up Sponsors gain visibility at both Girls on the Run 5Ks with **logo placement on water stop signage** and inclusion in all 2026 5K communications, social media, and on our website. Benefits also include the option to host a table at each race, provide items for participant swag bags, and **four (4) complimentary race entries per event**.



## Stretch Sponsor — \$500

Stretch Sponsors are recognized across both Girls on the Run 5Ks with inclusion in all 2026 5K communications, social media, and on our website. Benefits include the option to provide branded items for swag bags and **two (2) complimentary race entries per event**.

# ANNUAL SPONSORSHIP LEVELS

All annual sponsorship levels include benefits across both Girls on the Run 5K events



5k Sponsorship Level	Presenting Exclusive	Courageous Exclusive	Strider	Warm Up	Stretch
	<b>SOLD OUT</b>	<b>SOLD OUT</b>			
	\$10,000	\$5,000	\$2,000	\$1,000	\$500
Logo on Presenting Finish Line Signage, 5k Bibs & Front of 5k Shirt					
Opportunity to Speak at 5k Start					
Coach Specific Recognition					
Logo on Back of Program T-Shirts					
Logo on Mile Marker Signage					
Logo on Water Stop Signage					
Option to Host Table at the 5k					
Logo & Company Link on 5k Website					
Logo on 5k social media posts & communications					

For more information, please contact:

Sarah | [sarah.syden@girlsontherun.org](mailto:sarah.syden@girlsontherun.org)

# ADOPT-A-TEAM SPONSORSHIP

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 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 — \$2,500

- Cheer your team at the end-of-season 5K and experience the excitement of your team crossing the finish line.
- Team adopter yard sign displayed at the 5K to show your support to participants and spectators.
- Sponsor table at the 5K, giving you the chance to connect with families, coaches, and the community.
- Company logo on our website, highlighting your support for Girls on the Run.
- Social media recognition as an Adopt-a-Team Sponsor, featuring your company across our channels.
- Acknowledgment in our end-of-season program or communications, showing your commitment to empowering girls.



## How you help!

Adopt-a-Team Sponsors play a vital role in bringing the Girls on the Run experience to life. By supporting a specific team, you help provide trained coaches, program materials, and a safe, empowering environment where girls build confidence, resilience, and lifelong skills. Your support creates unforgettable experiences, allows girls to participate regardless of financial barriers, and connects your organization with our community!



# READY TO EMPOWER?



Every girl deserves the chance to cross the finish line.

YES! I want to support the mission of inspiring girls to be joyful, healthy, and confident!

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

Your Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Street Address: \_\_\_\_\_ City: \_\_\_\_\_

State: \_\_\_\_\_ Zip Code: \_\_\_\_\_ Phone Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

Your tax-deductible contribution to Girls on the Run **Capital Region** is very much appreciated.

All proceeds help to provide life-changing experiences for girls in our local communities.

Please select a sponsorship level:

## Annual Sponsorship

Presenting Sponsor (\$10,000) ..... SOLD OUT

Courageous Coach (\$5,000) ..... SOLD OUT

Strider Sponsor (\$2,000) .....

Warm Up Sponsor (\$1,000) .....

Stretch Sponsor (\$500) .....

## Adopt-A-Team Sponsorship (\$2,500)

We have a team we want to sponsor

We would like to set up a time to discuss team sponsorship.

I do not wish to be an official sponsor, but please accept my donation of \$



Please complete this form and return to:

**Girls on the Run Capital Region**

**18 Computer Drive West, Suite 102**

**Albany, NY 12205**



By Fax: (518-635-0828)

By Email: [info@gotrcr.org](mailto:info@gotrcr.org)



Once payment is received, **Girls on the Run Capital Region** will contact you for artwork and logos. Deadline for Spring 5k logo inclusion is March 15 and Fall 5k is September 15.