



Sneaker Soirée Sponsorship 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.

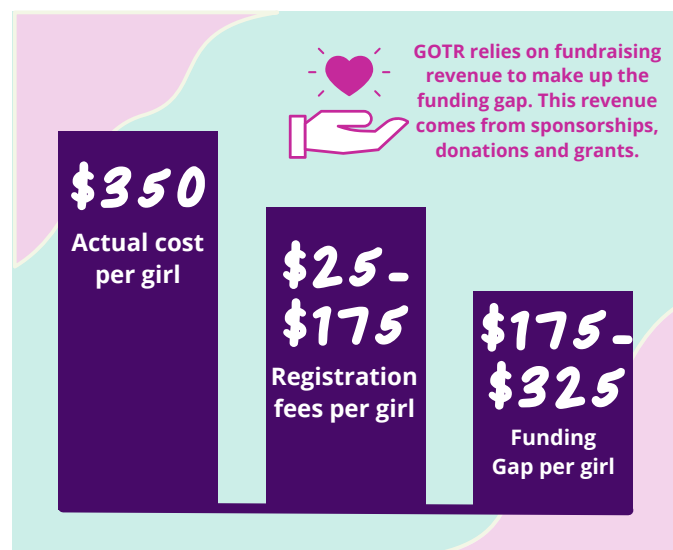
THE IMPACT

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.'



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

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).

Sneaker Soiree

SPONSORSHIP LEVEL (check one):

- ☐ Platinum Sponsor: \$2,500
(8 Tickets Included in addition to benefits listed above)
- ☐ Gold Sponsor: \$1,000
(6 Tickets included in addition to benefits listed above)
- ☐ Silver Sponsor: \$500
(4 Tickets included in addition to benefits listed above)
- ☐ Bronze Sponsor \$250
(2 Tickets included in addition to benefits listed above)

Other Ways to Help!

Donation:

- ☐ We cannot attend, but wish to contribute a gift to Girls on the Run of \$_____

Silent Auction Donation:

- ☐ We would like to donate a silent auction item(s).
Please list the items and value below.
Item - _____
Value - _____
Delivery Method:
 - ☐ I will deliver the item(s) to GOTR Office
 - ☐ I need GOTR to pick up the item
 - ☐ I will provide the necessary certificate via email

Payment Information

- ☐ My check is enclosed.
Please make payable to Girls on the Run Capital Region and send to:
- ☐ I'll pay online.* Please go to www.pinwheel.us/r/MJZUChy for payment.

*Processing fees will be added.

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

