



Girls on the Run of Silicon Valley
sponsorship • 2023

who we are



Girls on the Run of Silicon Valley (GOTRSV) is a 501(c)3 non-profit organization serving girls in Santa Clara, Santa Cruz, and Monterey counties.

Since 2002, we have offered life-changing, after-school programs for over 20,000 girls in 3rd-8th grade. Our intentional curriculum is led by trained coaches and teaches critical life skills.



our history

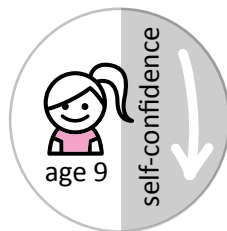
Girls on the Run was established in 1996 in Charlotte, NC with the help of thirteen brave girls. What started with one school has grown to 195 councils in all 50 states and Canada.



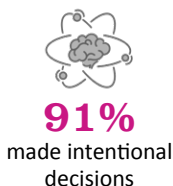
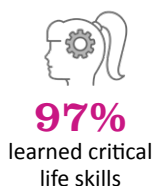
Girls on the Run is the **leading national**, girl-focused organization in the country that combines **physical activity** and **positive youth development**.

why it matters

Studies show that **adolescence** is a **critical time for girls**. Their self-confidence begins to drop by age 9, while physical activity declines at age 10.



A recent study* shows Girls on the Run has a **long-term impact**; helping girls increase in self-confidence, develop healthy relationships, and feel good about themselves!



* Source: Girls on the Run: A Longitudinal Study of Program Impact, Maureen R. Weiss, PhD., University of Minnesota, 2017



our 2023 season

Our ten-week, spring programs run late February – mid May with teams meeting twice each week.



for elementary school girls



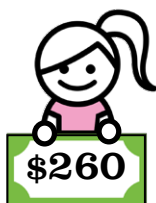
for middle school girls

the numbers

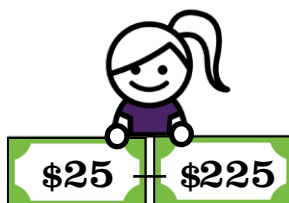
\$400*
true program cost

At Girls on the Run of Silicon Valley, we want to keep our program as affordable as possible for all girls.

No girl pays the full, true cost* it takes to deliver the Girls on the Run program. We underwrite the cost for all program participants.



65% of program participants pay standard registration



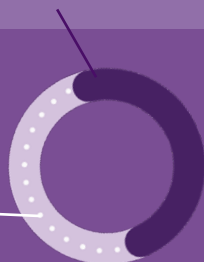
35% of program participants receive additional financial aid

*The actual cost of \$400 per participant includes curriculum books, program materials, coach training, staff support, t-shirts for girls and coaches, coach background checks, facility fees, insurance, GOTR International fees, and more.

Program and 5K registration fees account for **only 53%** of our **total revenue**.

We rely on fundraising and **your sponsorship** to make up the difference.

funding gap of **47%**



Joyful Presenting | ~~\$15,000~~ taken

Joyful Presenting sponsorship includes category exclusivity and logo placement on:

- Back of program shirts
- 5K start line arch
- 5K swag item
- 5K race bib
- GOTRSV website pages
- 5K Cheer signs
- Banner on stage at 5K event
- Offer in 5K digital swag bag
- Sponsor Bingo sheet and associated table at celebration
- 5K collateral (posters, banners, emails, social media channels)

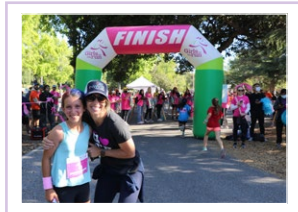


sponsorship

Superstar Sponsor | \$10,000

Superstar sponsorship is our top 5K sponsor and includes category exclusivity and top logo placement on:

- 5K start line AND finish line arches
- Custom 5K photo backdrop
- Custom finish line cheer lawn signs
- 5K swag item and 5K race bib
- Mile-marker bracelets
- GOTRSV website pages
- 5K cheer signs
- Banner on stage at 5K event
- Offer in 5K digital swag bag
- Sponsor Bingo sheet and associated table at celebration
- 5K collateral (posters, banners, emails, social media channels)



Our **5K** celebrates the end of the GOTR season!

2,500+
spectators

300
volunteers

4,000+
runners
and walkers

3.1
miles of
smiles



Limitless Potential | \$5,000

Limitless Potential sponsorship includes category exclusivity and logo inclusion on:

- 5K finish line arch
- 5K swag item
- Mile-marker bracelets
- 5K race bib
- GOTRSV website pages
- 5K cheer signs
- Banner on stage at 5K event
- Offer in 5K digital swag bag
- Sponsor Bingo sheet and associated table at celebration
- 5K collateral (posters, banners, emails, social media channels)



Scan to view
more photos
from our 2022
5K celebration



sponsorship

Girl Power | \$2,500 *(three available)*

Girl Power sponsorship includes logo inclusion on one (1) of the following program items:

Option 1: Lower back of program t-shirt

Option 2: Program journals ----->

Option 3: Back of coach shirts



Girl Power sponsorship also includes logo inclusion on:

- 5K swag item
- GOTRSV website pages
- Banner on stage at 5K event
- Offer in 5K digital swag bag
- Sponsor Bingo sheet and associated table at celebration
- 5K collateral (posters, banners, emails, social media channels)

Help us serve more girls!

Your sponsorship helps **inspire** girls across Santa Clara, Santa Cruz and Monterey counties to live **joyful, healthy, and confident** lives by providing fundamental support for our 2023 season programs.



Energy Award | \$1,000

Energy Award sponsorship includes logo inclusion on:

- 5K swag item
- GOTRSV website pages
- Banner on stage at 5K event
- Offer in 5K digital swag bag
- Sponsor Bingo sheet and associated table at celebration.....
- 5K collateral (posters, banners, emails, social media channels)



Star Power | \$500

Star Power sponsorship includes one (1) of following two options:

Option 1: Name on 5K celebration swag item

Option 2: Table at the 5K and inclusion in Sponsor Bingo

Also includes sponsor mention on:

- GOTRSV 5K website page
- Banner on stage at 5K event
- Offer in 5K digital swag bag
- 5K collateral (emails, social media channels)



Scan to view
the 2022
Spring Season
commemorative
photo book

← Included in all
sponsorships
\$1,000+

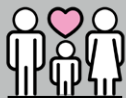




“Girls on the Run is an amazing opportunity to empower the next generation of strong women!”



“Not only a great program that benefits our school... but in the long run, benefits our communities.”



“We love GOTR!”

from the coaches

“Girls on the Run is an amazing opportunity to empower the next generation of strong women! I love how the program teaches girls about how to take care of their physical health, emotional health, and personal relationships. These are really important lessons to teach girls as they enter into middle school and high school.”

“Girls on the Run is a wonderful program that really supports and educates girls. One girl was even recognized in her classroom for all of the academic gains she made during the time in GOTR. The family contributes her growth and confidence directly to her involvement in Girls on the Run.”

“You never know the impact you can or will have with a girl you coach. You may see a difference in a lesson or a season or even years later. Your investment in each girl matters, it's a chance for you to help every girl believe in herself and celebrate who she is and who she will become.”

from the principals

“Listening to the girls tell us what they learned during the season was so impactful. It was amazing how much they had internalized AND it was fascinating to see how each girl took something different away from the program. The joy on their faces and the growth we see during the season makes it all worth it.”

“Girls on the Run is not only a great program that benefits our school site here at Van Meter, but in the long run benefits our communities. These girls are building confidence each and every day through their accomplishments with running. As the father of two girls, it is inspiring to see how Girls on the Run empowers these girls to push themselves physically, socially, and psychologically. There are so many life lessons to be learned through Girls on the Run that can translate to success in just about every avenue of life.”

from the parents

“GOTR encourages healthy activities and exercise in a fun and empowering way. While the 5K may seem daunting at the beginning of the season, by the time the race arrived, my daughter felt ready and excited. She even commented on how much easier it seemed than the year before. We love GOTR!”



select your sponsorship level

- ☐ **Joyful Presenting**
~~\$15,000~~ *taken*
- ☐ **Superstar Sponsor**
\$10,000
- ☐ **Limitless Potential**
\$5,000
- ☐ **Girl Power**
\$2,500
- ☐ **Energy Award**
\$1,000
- ☐ **Star Power**
\$500

contact us today

email: kathleen@gotrsv.org

phone: 408.406.8406

online: www.gotrsv.org/partner



thank you!

We are so very grateful for our 2022 sponsors and grantors for helping us create a world where girls can succeed. By nurturing girls' overall wellness – physical, emotional, and social – you have helped girls to be intentional with their decision-making, build healthy relationships, and be comfortable in their own skin.



Joyful Presenting Sponsor

Raylene Khan
Tammie Peters
Ducky Grabill
Amy Grabill Hoefer
Rebecca Smith/Karen Izzo

CHRISTIE'S
INTERNATIONAL REAL ESTATE
— sereno —

Marc Roos
Jason Noriega
Alice and Alicia Nuzzo
Sydney Ereno/Sean Manning
Karen Trolan/Lindsay Berry

Limitless Potential Sponsor



Girl Power Sponsors



Energy Award Sponsors



best
ambassadors
belong
family
love
group
up



Star Power Sponsors



James W. Ratcliff, DPM
Podiatric Sports Medicine & Surgery



ADDISON-PENZAK
JCC Los Gatos



Local Grantors

Applied Materials Foundation Rite Aid Foundation
Boller Thomas Foundation Scandling Family Foundation
Silicon Valley Community Foundation

In-Kind Donors & Partners

A Tool Shed
Avalon Transportation
CineLux Theatres
Clif Bar
COBE Construction
DJ Alvin
Hobee's
LUNA Bar
My Green Lunch
Perkins Coie LLP
San Jose Sharks
Sports Basement
Starbucks Coffee
Verify Group

Superstar Donors

Elaine & Rick Burgess
Jessica Kiefer
Kate & Bob Chimenti
Michael Boyd
Renee Ontiveros
Renee van Dienen



Executive Director | Kathleen Nestler

phone | 408.406.8406

email | kathleen@gotrsv.org

online | www.gotrsv.org/partner

