



Girls on the Run of Silicon Valley
2024 sponsorship

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 21,000 girls** in 3rd-8th grade.

Our intentional curriculum is led by trained volunteer coaches and teaches critical life skills.



for elementary school girls



for middle school girls



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 over 160 council locations.



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

Why it Matters

Studies show that adolescence is a critical time for girls. A recent study* shows Girls on the Run has a proven long-term impact; helping girls increase their self-confidence, develop healthy relationships, and feel good about themselves!



Girls' self-confidence begins to drop by age 9



50% of girls ages 10 to 13 experience bullying



Girls' physical activity levels decline starting at age 10



Our programs boost girls' self-worth when they need it most

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



Our 2024 Season

Our ten-week, Spring 2024 programs run March-May with teams meeting twice each week.



400 coaches



100 schools



1,700 girls

Running the Numbers

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

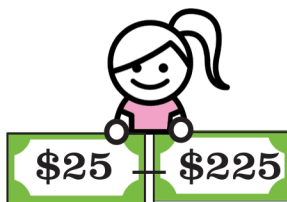
\$400

true program cost

No girl pays the true cost* it takes to deliver the Girls on the Run program. Through fundraising, sponsorship, and grants, we underwrite a portion of the cost for ALL program participants.



65% of program participants pay standard registration



35% of program participants receive additional financial assistance

* The actual cost of \$400 per participant includes curriculum books, journals for each girl, 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 50% of our total revenue



FUNDING GAP OF 50%



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

one available

Joyful Presenting Sponsor | \$20,000

Our Joyful Presenting sponsorship includes category exclusivity and top logo inclusion on:

- Back of program t-shirts
- 5K start line arch
- 5K celebration swag item and 5K bib
- 5K cheer signs
- GOTRSV website
- Offer in 5K digital swag bag
- 5K stage banner
- Sponsor Bingo sheet & associated table at 5K
- 5K collateral (posters, banners, emails, social media channels)
- 2024 season photo book with sponsor acknowledgment



Our 5K celebrates the end of the season

- 100+ teams together at Vasona Park
- 2,500 spectators
- 300 volunteers
- 3,500+ runners & walkers
- 3.1 miles of smiles!



Scan the QR code to view our 2023 5K Facebook photo gallery



one available

Stronger Together Sponsor | \$15,000

Our Stronger Together sponsorship includes category exclusivity and logo inclusion on:

- Table/booth at 5K bib pick-up on May 16
- 5K celebration swag item and 5K bib
- Custom 5K photo backdrop
- GOTRSV website
- Offer in 5K digital swag bag
- 5K stage banner
- Sponsor Bingo sheet & associated table at 5K
- 5K collateral (posters, banners, emails, social media channels)
- 2024 season photo book with sponsor acknowledgment



Includes exclusive match partner for Stronger Together, our end-of-year giving campaign implemented by our Board of Directors

one available

Superstar Sponsor | \$10,000

Our Superstar sponsorship includes category exclusivity and logo inclusion on:

- 5K start line and finish line arches
- 5K celebration swag item and 5K bib
- Custom 5K photo backdrop
- Mile-marker bracelets
- GOTRSV website
- Offer in 5K digital swag bag
- 5K stage banner
- Sponsor Bingo sheet & associated table at 5K
- 5K collateral (posters, banners, emails, social media channels)
- 2024 season photo book with sponsor acknowledgment



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 2024 season programs.

one available

Happy Pace Sponsor | \$7,500

Our Happy Pace sponsorship includes category exclusivity and logo inclusion on:

- 5K celebration swag item
- 5K photo backdrop
- GOTRSV website
- Offer in 5K digital swag bag
- 5K stage banner
- Sponsor Bingo sheet & associated table at 5K
- Custom inspirational lawn signs along last 1/2 mile of course
- 5K collateral (posters, banners, emails, social media channels)
- 2024 season photo book with sponsor acknowledgment



one available

Limitless Potential Sponsor | \$5,000

Our Limitless Potential sponsorship includes category exclusivity and logo inclusion on:

- Mile-marker bracelets
- 5K finish line arch
- 5K celebration swag item
- GOTRSV website
- Offer in 5K digital swag bag
- 5K stage banner
- Sponsor Bingo sheet & associated table at 5K
- 5K collateral (posters, banners, emails, social media channels)
- 2024 season photo book with sponsor acknowledgment



Scan to view a short YouTube collage from our 2023 Season commemorative photo book



Hard back 8x8 photo book included in all sponsorships \$1,000+

three available

Girl Power Sponsor | \$2,500

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

Option 1: Lower back of program shirts

or

Option 2: Front of program journals

or

Option 3: Back of coach t-shirts



Our Girl Power sponsorship also includes your logo on:

- 5K celebration swag item
- GOTRSV website
- Offer in 5K digital swag bag
- 5K stage banner
- Sponsor Bingo sheet & associated table at 5K
- 5K collateral (posters, banners, emails, social media channels)
- 2024 season photo book with sponsor acknowledgment



Hello, Superstar!

We are excited to share that we will have a brand NEW curriculum for our 2024 season!

"Hello, Superstar!" focuses on giving participants the skills they need to be confident in themselves and to encourage others to do the same.

Energy Award Sponsor | \$1,000

Our Energy Award sponsorship includes your logo on:

- 5K celebration swag item
- GOTRSV website
- Offer in 5K digital swag bag
- 5K stage banner
- Sponsor Bingo sheet & associated table at 5K
- 5K emails and one social media post
- 2024 season photo book with sponsor acknowledgment



Star Power Sponsor | \$500

Our Star Power sponsorship includes (1) of the two options:

Option 1: Name on 5K celebration swag item

or

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

Also includes logo inclusion on:

- GOTRSV website
- Offer in 5K digital swag bag
- 5K stage banner
- 5K emails and one social media post



Non-Profit Partner | \$250

Our Non-profit partnership includes:

- Table at 5K event





From the US Surgeon General

In May, U.S. Surgeon General Vivek Murthy released a report from the Office of the U.S. Surgeon General and the U.S. Public Health Service reinforcing the important connection between physical activity and mental health.

Our program is the only after-school program mentioned in the report and cites the results of our longitudinal study. Dr. Murthy highlighted Girls on the Run as an example of a program for participants to “learn life skills through interactive lessons and running games.”



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

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.”



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

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.”



“We love GOTR!”

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!”



SPONSOR BENEFITS

SPONSORSHIP LEVEL

	Joyful Presenting	Stronger Together	Superstar	Happy Pace	Limitless Potential	Girl Power	Energy Award	Star Power	Non-profit
back of program t-shirts	★					★			
back of coach t-shirts						★			
front of program journals						★			
5K start arch	★		★						
5K finish arch			★		★				
5K swag item	★	★	★	★	★	★	★	★	
5K bib	★	★	★	★	★	★			
5K photo backdrop		★	★	★					
5K cheer signs	★		★	★	★				
5K inspirational lawn signs					♥				
mile marker bracelets			★		★				
5K digital swag bag	★	★	★	★	★	★	★	★	
gotrsv website	★	★	★	★	★	★	★	★	
sponsor banner/ 5K stage	★	★	★	★	★	★	★	★	
packet pickup table		♥							
5K Village: table + BINGO	★	★	★	★	★	★	★	★	
5K Village: table only									★
5K banners & posters	★	★	★	★	★	★			
5K emails & social media	★	★	★	★	★	★	★	★	
2024 season photo book	★	★	★	★	★	★	★	★	
Stronger Together match		♥							

♥ = available for one sponsor only

★ = choose one of three

★ = choose one of two



Scan the QR code to secure your sponsorship level today!



kathleen@gotrsv.org



(408) 406-8406



www.gotrsv.org/partner



Thank You

We're grateful to our local partners who support us through their investment in Girls on the Run. Together we're creating a world where every girl knows and activates her limitless potential and is free to boldly pursue her dreams!



JOYFUL PRESENTING SPONSOR

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sereno

with the following agents contributing to their group sponsorship

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Raylene Khan Sean Manning
Jason Noriega Adena Griffin

Karen Izzo / Rebecca Smith
Karen Trolan / Lindsay Berry
Amy Grabill Hoefler / Ducky Grabill

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