

Girls on the Run Treasure Valley



SPONSORSHIP
OPPORTUNITIES



“At *Girls on the Run*, I learned to stand up for myself and my friends. And I learned I can do hard things like running by keeping at it.” - Jessica, age 9

WE INSPIRE girls to be **joyful, healthy** and **confident** using a fun, experience-based curriculum which creatively integrates running.

WE ENVISION a world where every girl knows and activates her **limitless potential** and is free to boldly pursue her dreams.

OUR HISTORY

Girls on the Run was established in 1996 in Charlotte, North Carolina. The Girls on the Run curricula, the heart of the program, provides pre-adolescent girls with the necessary tools to embrace their individual strengths and successfully navigate life experiences. The earliest version of the 24 lesson curriculum piloted in 1996 with the help of 13 brave girls. 26 girls came the next season, then 75. In 2000, Girls on the Run International, a 501c3 organization, was born.

The Treasure Valley council was one of the first Girls on the Run councils. Our first team gathered in 2001 and since then we have offered the program to more than 12,000 girls from Mountain Home to Middleton. We look forward to continuing to serve girls in southwest Idaho for many years to come.

WHAT WE DO

At Girls on the Run, 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 curriculum which includes dynamic discussions, activities and running games.

Over the course of the ten-week program, girls in 3rd-8th grades develop essential skills to help them navigate their worlds and establish a lifetime appreciation for health and fitness. The program culminates with girls positively impacting their communities through a service project and being physically and emotionally prepared to complete a celebratory 5k event.

GIRLS ON THE RUN TREASURE VALLEY 2021 STATISTICS

989 girls participated at **65 sites** throughout the Treasure Valley

277 volunteers mentored our girls

More than **3000 people** attended our end of season GOTR 5K events

Girls designed and implemented **62 community impact projects**

“Camp GOTR” was **piloted** for the first time in summer

Need-based scholarships were awarded to **51% of our participants**

“Girls on the Run is not all about running.
It’s about developing confidence in yourself.”
- Coach Erin

WHY IT MATTERS

Girls face social pressures and conflicting messages about how they should act and who they should be. Studies show that by adolescence, girls’ confidence drops about twice as much as boys’. Friendships become more complicated and challenging, girls’ perception of their academic success declines, the likelihood of anxiety and depression increases and participation in physical activity plummets.

It doesn’t have to be this way.

We believe that every girl is inherently full of power and potential. By knowing they are the leaders of their lives, these are the girls who will change the world.

LONGITUDINAL STUDY

A recent independent study provides compelling evidence that Girls on the Run is highly effective at driving transformative and lasting change in the lives of third to fifth grade girls. It is the combination of the research-based curriculum, trained coaches and a commitment to serve all girls that sets Girls on the Run apart from other after-school programs.

The independent study was conducted by Maureen R. Weiss, Ph.D, a leading expert on youth development. “Girls on the Run participants scored higher in managing emotions, resolving conflict, helping others, and making intentional decisions than participants in organized sport or physical education,” confirms Weiss. “Being able to generalize skills learned in the program to other situations such as at school or at home is a distinguishing feature of Girls on the Run compared to traditional youth sports and school physical education, and suggests that the intentional life skills curriculum and coach-training program can serve as exemplars for other youth programs.”

More information on this study can be found at www.girlsontherun.org



“My daughter is ten years old and in the 5th grade. She struggles with both medical issues and a communication disorder.

Participating in GOTR has given her a safe place to make friends and to be active without worry of rejection or failure.”

- Treasure Valley Mom

Girls on the Run

Sponsorship Options

Annual PRESENTING Sponsor - \$20,000

- Sponsor receives recognition as “Girls on the Run Treasure Valley Presented by” in all materials
- Category exclusivity and first right of renewal
- Name/logo on all press releases and any advertising
- Name/ logo on all print/digital materials including flyers, welcome letter, & parent communications for one year
- Name/logo and link to sponsor website on www.gotrtv.org
- Name/logo on T-shirts worn by girls and coaches for one year
- Option to give (sponsor provided) promotional materials to families with welcome letters
- Option to give (sponsor provided) branded swag such as lunch bags or water bottles to all girls and volunteers
- Option to display a sponsor provided banner at two 5K events
- Option to host booth at 2 end of season 5Ks (1500+ participants)



“Girls On The Run was one of the best programs I have ever participated in, and I am so thankful for everything they taught me, and the things they are continuing to teach for generations to come. We will help shape this world into an even better place, one girl at a time.”
- Ellie, alumna

Annual Girl Power Sponsor - \$10,000

- Category exclusivity and first right of renewal
- Name/logo on all print/digital materials including flyers, welcome letter, & parent communications for one year
- Name/logo on T-shirts worn by girls/coaches for one year
- Name/logo and link to sponsor website on www.gotrtv.org
- Option to give (sponsor provided) branded swag such as lunch bags or water bottles to all girls and volunteers
- Option to host booth at 2 end of season 5Ks (1500+ attendees each)

Energy Award Sponsor - \$7,500

- Name/logo on all digital materials including flyers, welcome letter, & parent communications for one year
- Name/logo and link to sponsor website on www.gotrtv.org for one year
- Name/logo on T-shirts worn by girls/coaches for one season
- Option to give (sponsor provided) branded swag such as lunch bags or water bottles to all girls and volunteers for one season
- Option to host a booth at 1 end of season 5K (1500+ participants)



Girls on the Run

Sponsorship Options

Limitless Potential Sponsor - \$3,500

- Name/logo on all digital materials including flyers, welcome letter, & parent communications for one season
- Name/logo and link to sponsor website on www.gotrtv.org for one season
- Option to give (sponsor provided) branded swag such as lunch bags or water bottles to all girls for one season
- Option to host a booth at 1 end of season 5K (1500+ participants)



Adopt a Team - \$1,000

- Name/logo & link to sponsor website on www.gotrtv.org for season
- Option to distribute promotional material to girls on sponsored team
- Invitation to attend team's end of season 5K

A la Carte Support – Varies

Want something different? Tell us! Here are some examples:

- Annual GOTR Apparel Sponsorship (provide co-branded apparel for all volunteer coaches) - \$5000
- 5K Shuttle & Scholarships Sponsorship (provide scholarships & round trip transportation to 5K Caldwell participants) - \$2500
- Coach Training Sponsorship - \$1500 (providing materials and meals for coach training events)

“Girls who participate in Girls on the Run gain such important social and emotional skills, and develop self-confidence because of it. They teach other students, too! It’s made such a difference in my classroom.”

- Julie, 4th grade educator and GOTR Coach





INVEST IN A GIRL CHANGE THE WORLD

I would like to **become a sponsor** of Girls on the Run Treasure Valley

Company Name: _____

Contact Name: _____

Email: _____ Phone: _____

Date: _____

- ☐ Annual Presenting Sponsor - \$20,000
- ☐ Annual Girl Power Sponsor - \$10,000
- ☐ Energy Award Sponsor - \$7,500
- ☐ Limitless Potential Sponsor - \$3,500
- ☐ Adopt a Team - \$1000
- ☐ Other – Let's Talk!

PAYMENT METHOD

- ☐ Mail a **CHECK** (payable to Girls on the Run Treasure Valley) to:

Girls on the Run Treasure Valley
PO Box 6812
Boise, ID 83707

- ☐ Remit via **CREDIT CARD** online (credit card fees apply) at

www.gotrtv.org/donate

Questions? Contact Toni Ramey, Executive Director, at toni.ramey@girlsontherun.org or (208)388-4687. For more information on our organization, mission, programs, or locations, please visit us online at www.gotrtv.org. We are excited to partner with you helping girls become more joyful, healthy, and confident!