



Girls_{on}
the **run**
philadelphia

SPONSORSHIP KIT

"Girls on the Run helped me gain self confidence in myself so now I tell myself 'I can do it' when times get tough."

HANNAH, AGE 11

"At Girls on the Run I learned to be myself by showing my feelings. I can show my star power. I can show my girl power."

BRIDGET, AGE 8

"I love how my coaches love and care about me. When I am down they pick me back up."

MIMI, AGE 10



OUR SPONSORS ENSURE EVERY GIRL IN OUR
PROGRAM HAS A CHANCE TO DREAM BIG

BECOME A SPONSOR | CHANGE A LIFE



YOUR SUPPORT GOES DIRECTLY TO PHILADELPHIA GIRLS WHO NEED IT MOST

Studies show that girls grades 3-8 are at a critical point in their development that determines the path their lives take. Self-confidence begins to decline by age nine. 50% of girls ages 10-13 are victims of bullying. Physical activity levels begin to decline without intervention and can lead to serious health problems in the future.

For many girls in Philadelphia, these problems are magnified by economic challenges, crime and rising health disparities. The first time some of our girls have been outside their own neighborhoods is at a Girls on the Run 5K event.

Girls on the Run's mission is to engage elementary-aged girls at this critical point in their development with research-based curricula designed to provide essential skills to help them navigate their worlds and establish a lifetime appreciation for health and fitness. Over the course of a ten-week program, trained coaches lead small teams through dynamic discussions, activities and running games. Our program culminates with girls positively impacting their communities through a service project and being physically and emotionally prepared to complete a celebratory 5K event.

SPONSORSHIP OPPORTUNITIES

FALL 5K

Each season comes to an end with a joyful and fun 5K. This culmination of the season's 10-week program gives girls a tangible sense of accomplishment and the confidence to be the author of her story.

SPRING 5K

The culminating event of the Girls on the Run spring season is a celebration of over 700 girls, their coaches, family, and supporters from all of the teams across Philadelphia. Girls from all of our school, community center, and park-based sites accomplish a 5K fun-run together marking their achievements for the season.

ADOPT-A-TEAM

Make a direct impact on a team of 15 girls at one site! Each year we receive site applications from schools that serve a majority of students who receive a free or reduced lunch. Many participants from these schools qualify for scholarships through Girls on the Run Philadelphia enabling them to take part in our life-changing program. Through our Adopt-a-Team Program your contribution will financially support one of our scholarship teams.

SNEAKER SOIRÉE

We celebrate the accomplishments of our girls and alumna and highlight our coaches, parents, board and associate board members. Our Sneaker Soirée is an elegant evening featuring a cocktail reception, dinner, silent auction, and live entertainment. Our most dedicated and generous supporters will be in attendance along with Philadelphia-based business and social leaders.

YOUR SPONSORSHIP REACH

COMMUNICATIONS

ONLINE



E-MAIL SUBSCRIBERS: 13,600



FACEBOOK FOLLOWERS: 3,200



INSTAGRAM FOLLOWERS: 1,900



LINKEDIN FOLLOWERS: 600

IN-PERSON



COACHES: 250+



FRIENDS+FAMILY: 2000+

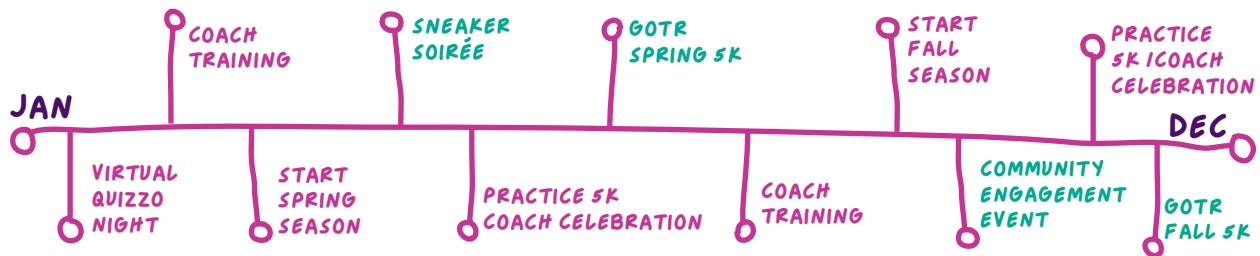


EVENT VOLUNTEERS: 300+



GOTR PARTICIPANTS: 1000+

KEY ENGAGEMENT OPPORTUNITIES



OUR SPONSORS

Independence



La COLOMBE
COFFEE ROASTERS



RITE AID
FOUNDATION

M&T Bank

HANGLEY
ARONCHICK
SEGAL
& PUDLIN
SCHILLER



thirty-one®

AmeriHealth
Caritas
Care is the heart of our work



Gamma Phi Beta
FOUNDATION

CITY NATIONAL BANK
The way up.™



EXUDE

SPONSORSHIP LEVELS

5K Events

	FINISH LINE	PAGE SETTER	RUNNING BUDDY	STARTING LINE	WARM UP	STRETCH
One Season	\$15,000	\$10,000	\$5,000	\$2,500	\$1,000	\$500
Both Seasons	\$27,000	\$18,000	\$8,500	\$4,000	\$1,500	\$1,000
OFFICIAL PROGRAM SPONSOR	★					
LOGO ON 5K BIBS + REGISTRATION	★					
5K SPEAKING OPPORTUNITY	★	★				
LOGO ON WATER BOTTLES	★	★	★			
LOGO ON 5K SIGNAGE	★ FINISH	★ FINISH	★ MILE	★ WATER		
LOGO ON 5K T-SHIRTS + PROGRAM SHIRTS IF COMMITTED BY DEADLINE (MARCH/OCTOBER)	★ FRONT	★ BACK	★ BACK	★ BACK	★ BACK	
SPONSOR TABLE	★	★	★	★	★	
LOGO ON PROGRAM + COMMUNICATIONS	★	★	★	★	★	
LOGO ON WEBSITE	★	★	★	★	★	★
SOCIAL MEDIA ACKNOWLEDGEMENT	★	★	★	★	★	★
VIRTUAL GOODIE BAG	★	★	★	★	★	★
PUBLIC RECOGNITION AT 5K	★	★	★	★	★	★
COMPLIMENTARY 5K ENTRIES	★10	★8	★5	★3	★2	★1

*CUSTOM SPONSORSHIPS AVAILABLE SEE "CUSTOM SPONSORSHIPS" OR CONTACT US AT COLLEEN.HOWARD@GIRLSONTHERUN.ORG

ADOPT-A-TEAM

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 coaches, running buddies, or general volunteers.

ADOPT-A-TEAM SPONSOR LEVELS

- \$3,000** Fully support the cost of providing high-quality after school program to one team for one season
- \$6,000** Empower one team of girls for a full year (two seasons)
- \$12,000** Unleash limitless potential for two teams for one full year (two seasons)

BENEFITS INCLUDE THE FOLLOWING:

- ✓ **COMPANY LOGO ON ALL 5K SHIRTS *AND PROGRAM SHIRTS IF COMMITTED BY DEADLINE IN OCTOBER/MARCH**
- ✓ **PROMINENT COMPANY LOGO ON 5K SIGNAGE**
- ✓ **ACTIVATION IN CELEBRATION VILLAGE AT SEASON ENDING 5K (FOR EACH SEASON SPONSORED)**
- ✓ **OPPORTUNITY TO ENGAGE CORPORATE TEAM AS VOLUNTEERS AT COMPANY-BRANDED CHEERIWATER STATION ALONG THE COURSE**
- ✓ **LINK TO COMPANY WEBPAGE FROM GOTR WEBSITE**
- ✓ **COMPANY LOGO ON GOTR WEBSITE**
- ✓ **SOCIAL MEDIA ACKNOWLEDGEMENT AS ADOPT A TEAM SPONSOR**
- ✓ **COMPANY LOGO AND WEBSITE LINK IN PROGRAM AND 5K**

SNEAKER SOIRÉE

As a Sneaker Soiree sponsor, you will have the opportunity to network with members of the Philadelphia business community, Girls on the Run Philadelphia board members, supporters, and corporate partners. Most importantly, your support will be building the next generation of female leaders.

SNEAKER SOIRÉE MARATHON SPONSOR

As our Marathon Sponsor, your company will be prominently featured during pre-event promotion, at the event, and in post-event communications. A representative from your company will be invited to address our attendees to share your organization's mission and why you choose to support ours.

BENEFITS INCLUDE:

- ✓ **SPEAKING OPPORTUNITY AT THE SOIRÉE**
- ✓ **PREMIER BRANDING OPPORTUNITY: CO-BRANDING ON EVENT MATERIALS (E-INVITES, EVENT WEBSITE, ELECTRONIC SIGNAGE, AND MEDIA RELEASES)**
- ✓ **OPPORTUNITY FOR E-NEWSLETTER ARTICLE SENT OUT TO GOTR PHILADELPHIA DATABASE AND RECOGNITION AS SNEAKER SOIRÉE MARATHON SPONSOR ON ALL GOTR SOCIAL MEDIA PLATFORMS**
- ✓ **PROMINENT PLACEMENT ON EVENT NIGHT SIGNAGE AND COMPANY LOGO IN EVENT PROGRAM**
- ✓ **LOGO FEATURED ON BRANDED GIVEAWAY**
- ✓ **TICKETS FOR 20 SOIRÉE GUESTS**

CUSTOM SPONSORSHIPS

If you want to go “off menu” with an idea on how you’d like your sponsorship to help Girls on the Run let’s get creative and find the right fit!

Contact **Colleen Howard**
colleen.howard@girlsontherun.org or **215-247-8598**

MORE WAYS TO GIVE+ENGAGE

We have many opportunities for you, your organization, or your employees to support and engage with our program. As a non-profit, we appreciate every kind of support we receive from our wonderful community partners and welcome that support in all shapes and sizes. Now more than ever, our passion is ignited to empower our future generation of leaders and we hope you’ll join us!

DONATE GOODS+SERVICES

Interested in contributing your products or services to one or more of our signature events? Our in-kind donors help make our events great at all levels. Some perks available to our in-kind donors include name and logo on website and a shout-out on social media.

gotrphiladelphia.org/partner

SPONSOR A GIRL

Help a girl who could not otherwise experience this life-changing program unleash her limitless potential. Your donation gives one girl a full season of curriculum and coaching to reach her goals. All sponsors are invited to join us to celebrate the girls crossing the 5K finish line!

gotrphiladelphia.org/donate

BECOME A SOLEMATE

SoleMates peer-to-peer fundraising has provided scholarships to 5,000+ girls over the past decade. SoleMates is a community of athletes who leverage their networks to empower girls and change lives while achieving their own fitness goals such as running a marathon, a 5K, or another athletic event.

gotrphiladelphia.org/solemates

HOST AN EVENT

Love hosting a party? Invite your network to learn about GOTR while supporting the next generation of female leaders. You provide the venue and refreshments and GOTR provides a speaker to share our mission with your guests.

gotrphiladelphia.org/ways-to-give



WE'D LOVE TO HEAR FROM YOU!

Whether or not you decide to become a sponsor we hope to see you at these wonderful events. For those who do become sponsors, we truly appreciate what you've done for this incredible cause!

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