



SPONSORSHIP OPPORTUNITIES 2022

Girls on the Run Philadelphia
www.gotrphiladelphia.org

OUR MISSION

Our mission is to inspire girls to be joyful, healthy and confident using a fun, experience-based curriculum which creatively integrates running.

OUR PROGRAM

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 curricula which includes dynamic discussions, activities and running games.

Over the course of the ten-week program, girls in 3rd through 8th grade 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.

WHY IT MATTERS

Studies show that 3rd through 8th grade is a critical period of time for girls. 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.

“

Seline's commitment to train and self growth learning proved to have an immense impact on her self-esteem, independence and confidence.”



“

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.'”

After reviewing the enclosed opportunities, please contact Executive Director **Colleen Howard** at colleen.howard@girlsontherun.org or **215-247-8598** to sign up to become a Girls on the Run Philadelphia sponsor.

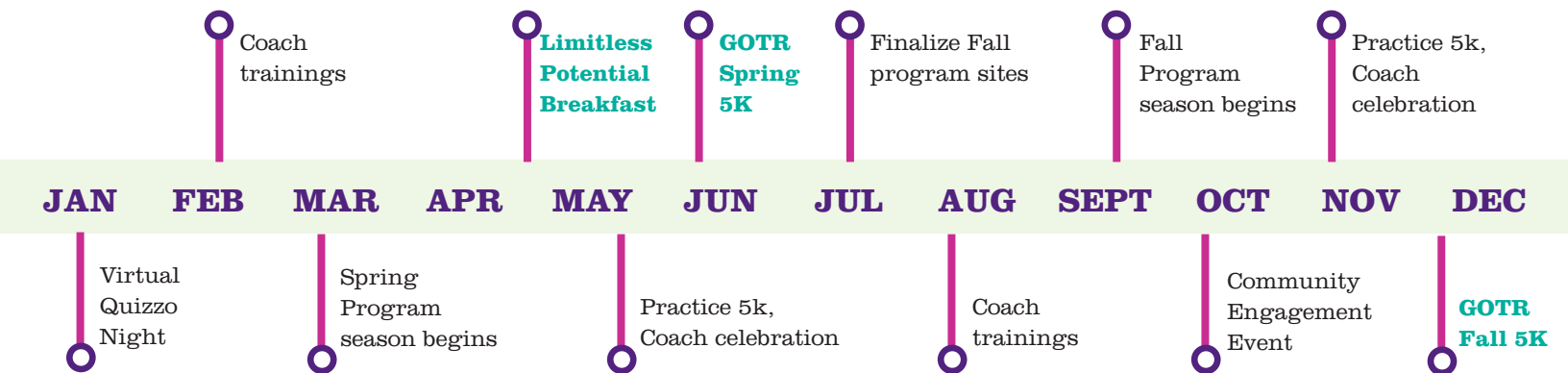


OUR CURRENT AUDIENCE

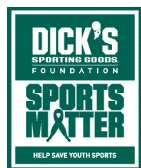
Email Subscribers	11,200+
Social Followers:	
Facebook	3,000+
Twitter	900+
Instagram	1400+
Coaches	over 250+ per year
Friends, Family, Spectators, Supporters	over 2,000+ per year
Event Volunteers	over 300+ per year
Program Participants	over 1,000+ per year



WHEN WILL YOU REACH OUR AUDIENCE?



GOTR PHILADELPHIA SPONSORS



GOTR NATIONAL SPONSORS



2022 5K Sponsorship

SPONSORSHIP Benefits

	FINISH LINE	PACE 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	*					
Option to Speak at 5K	*	*				
Logo on Water Bottle	*	*	*			
Logo on 5K Signage	* <i>finish line</i>	* <i>finish line</i>	* <i>mile marker</i>	* <i>water stop</i>		
Logo on 5K T-shirts *and Program Shirts if committed by March (Spring) / October (Fall)	* front	* back	* back	* back	* back	
Sponsor Table at 5K	*	*	*	*	*	
Logo on Program and 5K Communications	*	*	*	*	*	
Logo on Website	*	*	*	*	*	*
Social Media Acknowledgement	*	*	*	*	*	*
Virtual Goodie-Bag	*	*	*	*	*	*
Public Acknowledgement at 5K	*	*	*	*	*	*
Complimentary 5K Entries	10	8	5	3	2	1

Custom sponsorship packages available upon request, including sponsor opportunities for our annual Limitless Potential Breakfast. Please contact [Colleen Howard](mailto:colleen.howard@girlsontherun.org) at colleen.howard@girlsontherun.org or 215-247-8598.



2022 Limitless Potential Breakfast

SPONSORSHIP Opportunities

	PRESENTING SPONSOR	INSPIRATIONAL PARTNER	TRANSFORMATION SPONSOR	EMPOWERMENT SPONSOR
COMMITMENT	\$5,000	\$2,500	\$1,000	\$500
MEDIA & COMMUNICATIONS*: Logo on event communications, website, digital signage and digital program	*	*	*	*
Recognized as a sponsor in social media post(s)	5 posts	3 posts	1 post	1 post
Post-event thank-you in the e-newsletter	*	*	*	*
Video diary/blog post sharing why you empower girls & support GOTR	*	*	*	
EVENT EXPOSURE: Speaking opportunity at the Breakfast	*			
Opportunity to greet guests during event	*			
Logo recognition on each table	*			
Opportunity to distribute corporate promotional items	*			
Verbal recognition by GOTR Executive Director at Breakfast	*	*	*	
FUTURE EXPOSURE: Sponsor table at Spring 5K (1,200+ in attendance)	*	*	*	
Complimentary 5K race entries	5	3	2	1

*Media & Communications: GOTR Philly impressions: Facebook 3,000+, Twitter 900+, Instagram 1,400+, Email distribution 9,200+

If you are interested in becoming a sponsor, contact Colleen Howard at colleen.howard@girlsontherun.org.



2022 Pledge Form

BECOME A SPONSOR **today!**

To become a Program or Limitless Potential Breakfast sponsor, please complete this form and return it to Executive Director, Colleen Howard by email (colleen.howard@girlsontherun.org) or mail (40 W. Evergreen Ave, Ste. 104, Philadelphia, PA 19118).

Sponsor

I would like to sponsor:

Philadelphia

SPONSORSHIP LEVEL (check one):

Finish Line Sponsor (1 season / both seasons)

☐ \$15,000 ☐ \$27,000

Pace Setter Sponsor (1 season / both seasons)

☐ \$10,000 ☐ \$18,000

Running Buddy Sponsor (1 season / both seasons)

☐ \$5,000 ☐ \$8,500

Starting Line Sponsor (1 season / both seasons)

☐ \$2,500 ☐ \$4,000

Warm Up Sponsor (1 season / both seasons)

☐ \$1,000 ☐ \$1,500

Stretch Sponsor (1 season / both seasons)

☐ \$500 ☐ \$1,000

Limitless Potential Breakfast

SPONSORSHIP LEVEL (check one):

- ☐ Presenting Sponsor - \$5,000
☐ Inspirational Partner - \$2,500
☐ Transformation Sponsor - \$2,500
☐ Empowerment Sponsor - \$500

EVENT ATTENDANCE (check one):

- ☐ I would like to attend the event myself
☐ I will host a table of 10
☐ I am unable to attend the event, but would like to make a contribution of \$ _____

Payment Information

☐ My check is enclosed

Please make payable to Girls on the Run Philadelphia and send to:

Girls on the Run Philadelphia
40 W. Evergreen Ave Suite 104
Philadelphia, PA 19118

☐ Charge my credit card (Please complete billing information to the right.)

CC number: _____

Exp. date: _____ Security code: _____

☐ I will donate online.

www.gotrphiladelphia.org/Support-Us

Billing Information

Company: _____

Name: _____

Address: _____

City, State & Zip: _____

Email: _____

Phone: _____



EVEN MORE WAYS TO GIVE AND 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 women--and we hope you'll join us!

Donate an In-Kind Good or Service

Interested in contributing your product or services to one (or all three!) of our signature events? Some in-kind perks include name and logo on website and a shout-out on social media. Please visit our sponsorship page for [Current In-Kind Needs](#) or contact [Colleen Howard](#) at colleen.howard@girlsontherun.org, to discuss a donation.



Adopt a School

Your business or organization can empower an entire team of girls at one of our scholarship sites. Includes opportunities for your employees or members to engage with the program as coaches, running buddies, or general volunteers. To learn about the Adopt a School program, please visit www.gotrphiladelphia.org/adopt-a-school.



Become a SoleMate

SoleMates is a motivating community and the Girls on the Run charity running program committed to empowering girls, changing lives and supporting its members with their own fitness goals, such as running a marathon or 5K or another athletic event. SoleMates fundraising has provided scholarships to over 600 girls over the past seven years. To learn more or sign up please visit www.gotrphiladelphia.org/solemates.

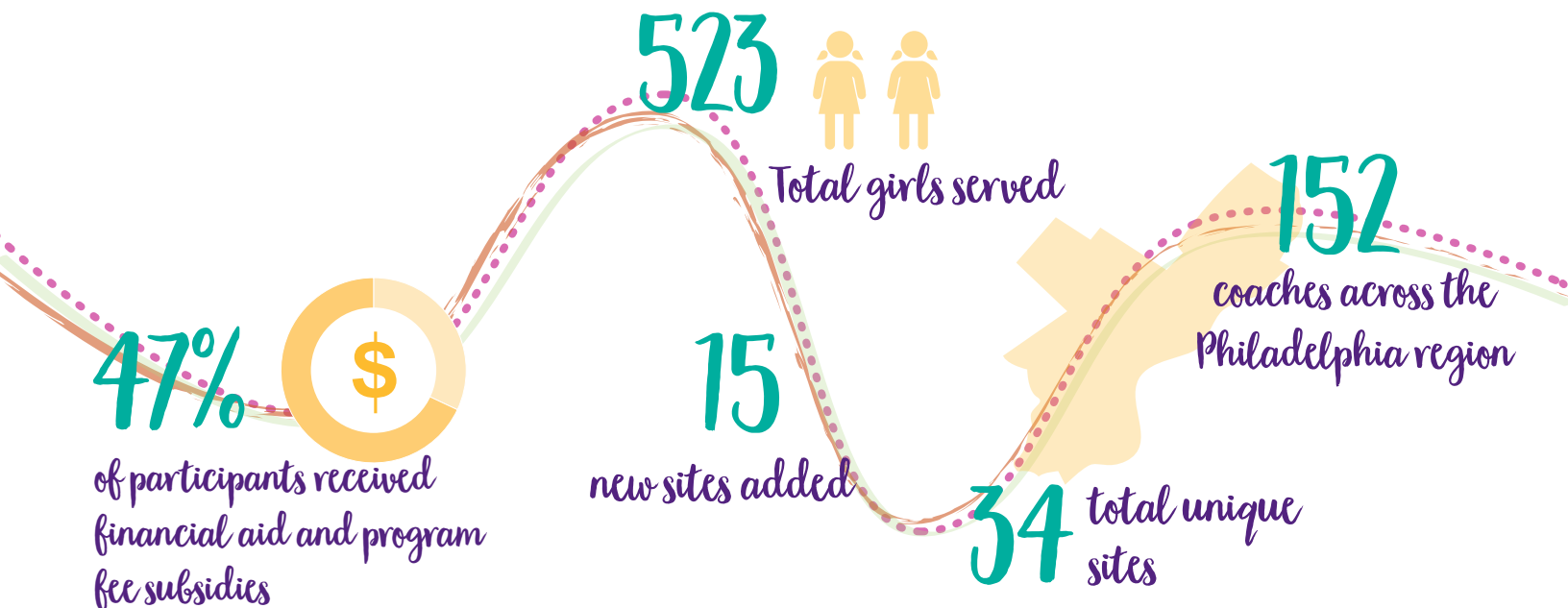


Sponsor a Girl

Help a girl who could not otherwise experience this life-changing program unleash her limitless potential. All sponsors are invited to cross 5K finish line with one of the girls as a running buddy. Ready to make your contribution? [Click here](#).



PROGRAM YEAR 2021 ACCOMPLISHMENTS



In our first eight years, Girls on the Run has supported girls in **developing the confidence and character they need** to become strong, healthy women, using a unique, research-based **after school curriculum which creatively integrates running.**



MARATHON GOALS:

- ★ Serve **5,000 girls** by our 10-year anniversary in 2022
- ★ Expand **Camp GOTR** to girls across Philadelphia during Summer 2022
- ★ Pilot our adapted curriculum to bring our **life-changing program** to differently-abled girls who wish to participate
- ★ Continue our commitment to offer Girls on the Run to **every site** and **every girl** in our community who wishes to participate, regardless of financial need
- ★ Expand our evaluation efforts to track the **long-term impact and outcomes** produced by our intentionally-designed curriculum

“Thank you for all your work and time in making this program amazing! This was my daughter’s first year participating and she was more than excited every practice and of course the end result with the 5K. She is already talking about next year.”

