

Girls on the Run

Lehigh Valley & Pocono



SPONSORSHIP OPPORTUNITIES



**GET INVOLVED.
TRANSFORM LIVES.**

When you sponsor Girls on the Run,
you make it possible for more girls
to unlock their power and potential.

WHO WE ARE



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.



We honor our Core Values:

- Recognize our power and responsibility to be intentional in our decision making
- Embrace our differences and find strength in our connectedness
- Express joy, optimism and gratitude through our words, thoughts and actions
- Nurture our physical, emotional and spiritual health
- Lead with an open heart and assume positive intent
- Stand up for ourselves and others

We take pride in our progress:

- Girls on the Run Lehigh Valley & Pocono has supported girls in the community for 18 years!
- 11,000+ girls served in the Lehigh Valley since 2007. In 2023, the Pocono and NEPA regions were added to our territory and we now serve over 1700 girls annually.
- Our council covers 9 counties and 5 major cities.
- We operate at 100+ schools/community sites a year.

SPONSORS SAY

"We are proud of our continued partnership with Girls on the Run, supporting this shared commitment of inspiring young women and unlocking their limitless potential."

THE IMPACT OF YOUR INVESTMENT

OUR SPONSORS
RECEIVE BENEFITS
INCLUDING:



Opportunity to authentically showcase a commitment to empowering women, girls and families to be active, happy, healthy

Meaningful employee engagement opportunities



Exposure leading to new customer acquisition and deepening existing customer relationships



Visibility as a company that cares, driving sales and customer loyalty

OUR PARTNERS SAY

"The partnership between St. Luke's University Health Networks' Get Your Tail on the Trail program and Girls on the Run complements our priorities to address significant community health and social issues and promote health, wellness and healthy lifestyles. Together we're making strides toward confidence, community and lifelong well-being."

SPONSORSHIP LEVELS

Presenting Sponsor



The Presenting Sponsor is the primary sponsor of the season. The Presenting Sponsor makes the celebratory 5K possible for hundreds of girls, their coaches, and running buddies—igniting their confidence as they cross the finish line, achieving their goals!

Coach Sponsor - \$15,000

The Coach Sponsor is the primary sponsor of our entire volunteer coach program. As a sponsor, you are providing our coaches with the valuable training and program materials they must have to create the ideal Girls on the Run experience!

Limitless Potential Sponsor - \$7,500

Limitless Potential Sponsors provide program scholarships for two teams of 15 girls each. This ensures that all girls who wish to participate are able to do so regardless of the ability to cover registration fees.

Star Power Sponsor - \$5,000

Star Power Sponsors will provide water bottles and healthy snacks to one team of girls for the entire season. It is important that the girls stay hydrated and have healthy snacks as they train for a 5K.

Energy Award Sponsor - \$2,500

Energy Award Sponsors provide 5K medals for all 5K events. Every girl who crosses the finish line receives a medal.

Cheer Squad Sponsor - \$1,500

Cheer Squad Sponsors provide post-race snacks and fun zone items for our 5K events. All participants have the opportunity to experience the fun!

Mile Marker Sponsor- \$500

Cheer on all the 5K participants with a custom mile marker sign at one of our 5K events.

WE ARE ALSO HAPPY TO WORK WITH YOU TO COUSTOMIZE A PACKAGE THAT BEST FITS YOUR COMPANY'S NEEDS.

SPONSORSHIP OPPORTUNITIES

PRESENTING

COACH

LIMITLESS
POTENTIAL

STAR POWER

ENERGY AWARD

CHEER SQUAD

MILE MARKER

SPONSOR COMMITMENT



\$15,000

\$7,500

\$5,000

\$2,500

\$1,500

\$500

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|---------------------------------------------------|---|---|---|---|---|---|---|
| WELCOME AT 5K EVENTS | * | | | | | | |
| COMPANY LOGO ON 5K BIBS | * | | | | | | |
| BANNER AT FINISH LINE | * | * | | | | | |
| 5K SIGNAGE AT PROMINENT LOCATION | * | * | * | | | | |
| BRANDED CHEER/WATER STATION | * | * | * | * | | | |
| COMPANY LOGO ON ALL PROGRAM SHIRTS (2,000+) | * | * | * | * | * | | |
| COMPANY LOGO ON ALL 5K SHIRTS (3,000+) | * | * | * | * | * | * | |
| TABLING OPPORTUNITY IN 5K EXPO AREA | * | * | * | * | * | * | |
| SOCIAL MEDIA ACKNOWLEDGEMENT | * | * | * | * | * | * | |
| COMPANY LOGO ON GOTR WEBSITE | * | * | * | * | * | * | |
| COMPANY LOGO ON 5K EMAILS | * | * | * | * | * | * | |
| COMPANY LOGO ON 5K MILE MARKER SIGN (5K SPECIFIC) | | | | | | | * |

SPONSORSHIP BENEFITS ARE FOR TWO SEASONS AND INCLUDE ALL OF OUR 5K EVENTS.
CONTACT US AT [INFO@GOTRLEHIGHPOCONO.ORG](mailto:info@gotrlehighpocono.org) FOR MORE INFORMATION.

WHY GIRLS ON THE RUN?



Evidence-based research from leading youth development experts has proven that Girls on the Run:



Prompts independent thought and intentional decision-making



Builds confidence



Strengthens self-respect

Enhances girls' ability to stand-up for self & others

Fosters healthy relationships



Establishes a life-long appreciation for health and wellness



WHAT SETS GIRLS ON THE RUN APART?

Intentional curriculum, expert coaches, and an inclusive environment all lead to a long-term impact. Recent studies uncovered that:



85% of girls improved their confidence, caring, competence, character and connection to others.

97% of girls felt like they belonged at Girls on the Run.

97% of girls learned critical life skills they can use at home, school and with friends.

GOTR participants scored higher in managing emotions, resolving conflict, helping others and making intentional decisions than participants in organized sports or physical education.

98% of girls would tell other girls to participate in Girls on the Run.

94% of parents reported Girls on the Run was a valuable experience for their girl.

