



CENTRAL MARYLAND

OUR MARKETING REACH

WEBSITE PRESENCE

- All program and 5K registration pages are hosted on www.gotrcentralmd.org (20,000+ website visits per year)
- Sponsor logo featured on our website with hyperlink

SOCIAL MEDIA/E-NEWS

- #GOTRCENMD5K
- Large e-newsletter reach (9,000+)
- Girls on the Run of Central MD has a social media following of 5,600+
 - Facebook (3,400+)
 - Twitter (800+)
 - Instagram (1260+)
 - LinkedIn (230+)



5K EXPOSURE

THREE season-ending 5Ks are held in Fall (early December) and Spring (early June). Every year, our sponsors reach:

- 5,000+ 5K Participants
- 2,500+ 5K Spectators
- 1,200+ Volunteers



Independent Studies Show:



97%

of girls learned critical life skills including resolving conflict, helping others and making intentional decisions.



97%

of participants agree they can be themselves at Girls on the Run.



40%

increase in physical activity among girls who were least active at the program's start.

443-583-7740

Morgan Meneses-Sheets

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INVEST IN HER POWER AND POTENTIAL

When you partner with Girls on the Run, you:

- Showcase commitment to strengthening health and wellness in our community.
- Gain exposure through our website, social channels and marketing materials.
- Receive access to collaborative, customized and mutually beneficial partnership activations.
- Demonstrate that you are a company that cares - driving sales, customer loyalty and new customer acquisition.
- Create meaningful employee engagement opportunities.
- Have the opportunity to make a transformative impact on the lives of girls and their families!

AN INTERNATIONAL MOVEMENT

OVER 2 MILLION GIRLS TRANSFORMED IN NORTH AMERICA SINCE 1996.








CENTRAL MARYLAND

SPONSORSHIP OPPORTUNITIES



Certain sponsor benefits require company-provided materials and/or have strict deadline dates. Contact us for details.

Impact of Contribution	Personal Benefits to thank you for your contribution	LEVEL
<i>Fully Fund 4 Girls on the Run or Heart & Sole Teams in our Local Community</i>	<ul style="list-style-type: none"> • Company logo on program & 5K Shirts for the year (7500+) • Logo on a course Mile marker • Company logo in ALL e-news blasts & on 5K web page • Five complimentary 5K registrations • Industry Exclusivity • Shout out on our social media pages (5500+ followers) • All Sponsor Benefits from Shining Star to Empowered 	<p>LIMITLESS \$10,000</p> 
<i>Provide Full Financial Assistance for 45 Girls</i>	<ul style="list-style-type: none"> • Company logo on 5K Shirts for the year (5500+) • Logo on a course Mile marker • Company logo in ALL e-news blasts & on 5K web page • Three complimentary 5K registrations • All Sponsor Benefits from Shining Star to Open Hearted 	<p>EMPOWERED \$7,500</p> 
<i>Provide Full Financial Assistance for 30 Girls</i>	<ul style="list-style-type: none"> • Company logo on 5K Shirts for the year (5500+) • Company logo in 5K e-news blast & on 5K web page • Shout out on our social media pages (5600+ followers) • Two complimentary 5K registrations • All Confident Sponsor Benefits from Shining Star to Joyful 	<p>OPEN-HEARTED \$5,500</p> 
<i>Provide Program Curricula for 116 Coaches</i>	<ul style="list-style-type: none"> • Company logo on 5K Shirts for the year (5500+) • Company logo in 5K e-news blast & on 5K web page • Shout out on our social media pages (5600+ followers) • One complimentary 5K registration • All Confident Sponsor Benefits from Shining Star to Confident 	<p>JOYFUL \$2,500</p> 
<i>Provide a Season of Healthy Snacks for 150 Girls</i>	<ul style="list-style-type: none"> • Company logo on 5K Shirts for the year (5500+) • Company logo yard sign in Spirit Alley • Promotional item/coupon placement in 5K goody bags • Space in Celebration Village at all 5K events • Verbal shout-out at 5K events • Company logo on website & on 5K web page • All sponsor benefits from Shining Star 	<p>CONFIDENT \$1,500</p> 
<i>Provide CPR Training for 20 Coaches</i>	<ul style="list-style-type: none"> • Company logo on website & on 5K web page • Item or coupon placement in 5K virtual goody bag • Space in Celebration Village at all 5K events (1 season) • Verbal shout-out at 5K events (1 season) 	<p>SHINING STAR \$500</p> 