

# OUR MARKETING REACH



A recent survey found that many girls are struggling. They are experiencing high rates of depression and low self-esteem. They do not believe in themselves. Girls on the Run Central Maryland provides programs that have been proven to help girls feel healthy, happy and ready to achieve their goals!

**More than 20,000 people visit our website each year.**

Sponsors are included on multiple program & 5k pages with a logo and a hyperlink to your site.



**Independent studies of our programs show:**

**97%**

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

**40%**

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

**97%**

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

**Our social media channels connect sponsors to more than 8,000 people.**

- Facebook (6,000+)
- Instagram (1,300+)
- Twitter (760+)
- LinkedIn (260+)

**Almost 10,000 people who support our programs receive our newsletter where we spotlight our sponsors multiple times each season!**



**Our THREE season-ending 5k celebrations are held in the Fall & Spring.**

This allows our sponsors to reach more than 5,000 participants, 2,500 spectators and 1,200 volunteers each year!

**As a partner with Girls on the Run Central Maryland, you will:**

- Showcase your commitment to health and wellness in our community.
- Gain exposure through our website, social channels & marketing materials.
- Demonstrate you are a company that cares - driving sales, loyalty & new customers.
- Create meaningful employee engagement opportunities.
- Help make a transformative impact on the lives of girls and their families!



**We are part of an international movement working to empower girls since 1996! Contact Morgan Meneses-Sheets to learn how to become a sponsor TODAY (443-583-7740 or [morgan.meneses-sheets@girlsontherun.org](mailto:morgan.meneses-sheets@girlsontherun.org)).**



# SPONSORSHIP OPPORTUNITIES

Certain sponsor benefits require company-provided materials or have deadlines.

Impact	Sponsor Benefits	Level
<p><b>Fund Our 5k Celebrations to Help Girls Set &amp; Achieve Their Goals</b></p>	<ul style="list-style-type: none"> <li>• <b>Company Name &amp; Logo on ALL 5k Promo Materials - "Your Company Presents the Girls on the Run 5k"</b></li> <li>• <b>Logo on program &amp; 5K Shirts</b> for 2 seasons (7500+)</li> <li>• <b>Industry Exclusivity</b></li> <li>• Logo on a course Mile marker, in ALL e-news blasts (10,000) &amp; on 5K web page</li> <li>• Shout out on our social media pages (8,000+)</li> <li>• Five complimentary 5K registrations</li> <li>• <i>All Sponsor Benefits from Shining Star to Limitless, including tees &amp; water bottle logo.</i></li> </ul>	<p><b>PRESENTING \$25,000</b></p> 
<p><b>Fully Fund 5 Girls on the Run or Heart &amp; Sole Teams in our Local Community</b></p>	<ul style="list-style-type: none"> <li>• <b>Logo on program &amp; 5K Shirts</b> for two seasons (7500+)</li> <li>• <b>Industry Exclusivity</b></li> <li>• Logo on a course Mile marker, in ALL e-news blasts (10,000) &amp; on 5K web page</li> <li>• Shout out on our social media pages (8,000+)</li> <li>• Three complimentary 5K registrations</li> <li>• <i>All Sponsor Benefits from Shining Star to Open-Hearted, including tees &amp; water bottle logo.</i></li> </ul>	<p><b>LIMITLESS \$10,000</b></p> 
<p><b>Provide Full Financial Assistance for 30 Girls in our Local Community</b></p>	<ul style="list-style-type: none"> <li>• <b>Company logo on the water bottles used by ALL girls</b> over two seasons (2,000+)</li> <li>• Company logo on 5K Shirts for the year (5500+)</li> <li>• Company logo in 5K e-news blast, on 5K web page &amp; spotlighted on social media pages (8,000+ followers)</li> <li>• Two complimentary 5K registrations</li> <li>• <i>All Sponsor Benefits from Shining Star to Joyful, including 5k tees.</i></li> </ul>	<p><b>OPEN-HEARTED \$5,000</b></p> 
<p><b>Provide Program Curricula &amp; Support Training for 100+ Coaches</b></p>	<ul style="list-style-type: none"> <li>• <b>Company logo on 5K Shirts for two seasons</b> (5500+)</li> <li>• Company logo in 5K e-news blast &amp; on 5K web page</li> <li>• Shout out on our social media pages (8,000+)</li> <li>• One complimentary 5K registration</li> <li>• <i>All Sponsor Benefits from Shining Star to Joyful.</i></li> </ul>	<p><b>JOYFUL \$2,000</b></p> 
<p><b>Provide a Season of Healthy Snacks for 125+ Girls</b></p>	<ul style="list-style-type: none"> <li>• <b>Space in Celebration Village at ALL events</b></li> <li>• Your logo on a sign on the course in ALL events</li> <li>• Promotional item/coupon in virtual 5K goody bags</li> <li>• Verbal shout-out at 5K events</li> <li>• Company logo on website &amp; on 5K web page</li> </ul>	<p><b>SHINING STAR \$750</b></p> 