

# Girls on the Run

Piedmont



## SPONSORSHIP OPPORTUNITIES



### GET INVOLVED. TRANSFORM LIVES.

The Path to Possibility is our mission to fully fund 500 girls this season—empowering them with confidence, connection, and the chance to cross the finish line strong.

# WHO WE ARE



## We Inspire

girls to be joyful, healthy and confident, using a fun, experience based curriculum which creatively integrates running.

## We Envision

We envision a path where every girl, regardless of her circumstances, has the opportunity to grow in confidence, discover her strength, and realize her limitless potential.

## 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 Piedmont has supported girls in the community for over 10 years!
- 2000+ girls served in the Piedmont area since 2013
- Our council covers 7 counties
- We operate at 35+ 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

## EMPLOYEES SAY

"As a Fleet Feet employee, I am proud of the brand-wide focus on giving back to our communities and believe that we inspire others to serve by leading the way! I believe in the mission of Girls on the Run!"

# 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

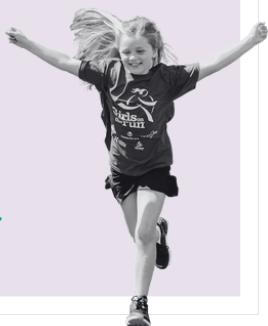


# WHAT SETS GIRLS ON THE RUN APART?

**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.



# FULL YEAR SPONSORSHIP LEVELS



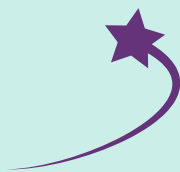
## **Presenting Sponsor — \$15,000 (exclusive)**

As our primary sponsor, the Presenting Sponsor lights the Path to Possibility—making it possible for girls to grow, achieve, and cross the finish line with confidence. The Presenting Sponsor makes the celebratory spring and fall 5Ks possible for hundreds of girls, their coaches, and running buddies—igniting their confidence as they cross the finish line, achieving their goals!



## **Foundation Builder - \$10,000**

The Foundation Builder Sponsor fuels the Path to Possibility by equipping our volunteer coaches with the training and tools they need to inspire every girl's journey. 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!



## **Community Pillar - \$5,000**

As a Community Pillar Sponsor, you make the Path to Possibility real for up to 15 girls—supporting their journey and cheering them on as they cross the 5K finish line with pride. These girls will have the opportunity to participate thanks to your support. As a Community Pillar, you will have the opportunity to cheer them on at the celebratory 5K and witness them achieve their goals as they cross the finish line!



## **Unity Sponsor — \$3,000**

As a Unity Sponsor, you'll fuel one team's 10-week journey by providing water bottles and healthy snacks—keeping girls energized, hydrated, and ready to thrive on the Path to Possibility. It is important that the girls stay hydrated and have healthy snacks as they train for a 5K.



## **Create Your Own Impact**

Looking for a unique way to support girls in your community? Let's create a custom partnership that fits your goals and fuels her Path to Possibility.



# SPONSORSHIP BENEFITS

## Presenting Sponsor

- "Presented by" on all materials on all events in 2026
- Logo on GOTR Piedmont Website
- Corporate booth/table space at 5K event
- Opportunity to speak at Sneaker Soiree Gala
- Recognition in press releases, year-end reports, and social media campaigns
- Dedicated table for 8 at the Sneaker Soiree and 8 5K registrations



## Foundation Builder

- Logo on website, event materials and 5k event t-shirts for all of 2026
- Corporate booth/table space at 5K event
- Recognition in social posts leading up to all events
- 6 tickets to Sneaker Soiree and 6 registrations to the 5K events
- Verbal recognition at both 5K events



## Community Pillar

- Logo on GOTR Piedmont website and event materials in 2026
- Recognition on social media posts leading up to the event
- 4 tickets to Sneaker Soiree and 4 registrations to the 5K events



## Unity Sponsor

- Logo on GOTR Piedmont Website
- Recognition in post event communications
- 2 tickets to the Sneaker Soiree and 2 registrations for the 5K events



# SRPING 2026 5K CELEBRATION



The Girls on the Run Piedmont Spring 5K formerly the Wicked Bottom Fun Run Festival will be held May 2, 2026 at Lenn Park, Culpeper, VA with an estimated 300 runners completing either a 1/2 mile, diaper dash or 5K option. This event welcomes area runners and walkers with a familiar race reimagined for GOTR.

## Finish Line Sponsor - \$3,000

- Mention in all 5K promotional materials
- 4 volunteers at the finish line to distribute medals
- Signage with company logo near finish line (provided by sponsor)
- Corporate booth/table space at 5K Event
- Listed as 5K sponsor on website and on the back of 5K shirts
- (3) - 5K registrations

Our Finish Line sponsor covers the cost of timing, medals and awards.

## Volunteer Sponsor — \$1,500

Our Volunteer sponsors covers the cost associated with volunteers, including a background check, t-shirt, & refreshments.

- Sign placement at our Volunteer tent (check-in area) activities
- Mention in the 5K volunteer registration process
- Company name on the back of all race shirts
- Corporate Booth/Table space at 5K Event
- Listed as 5K sponsor on GOTR website
- (2) - 5K registrations

## Community Sponsor — \$750

- Mentioned in social media posts leading up to the event
- Yard sign with company logo, and/or encouraging message along the course
- Listed as 5K sponsor on GOTR website
- (1) - 5K registration

Our Community sponsors help provide festival activities and food

Our Girl Power sponsors provides items needed at water stops, and finish line.

## Girl Power Sponsor — \$500

- Your company logo and/or encouraging message on yard sign at the Water Stop
- Listed as 5K sponsor on GOTR website
- (1) - 5K registration

# FALL 2026 5K CELEBRATION

The GOTR Piedmont Fall 5K, known locally as the Diamond Dash 5K to the held on November 15, 2026 at the FredNats Baseball Stadium in Fredericksburg is anticipating 1000+ runners (with around 1000 spectators)

## Diamond Sponsor - \$5,000

- Mention in all 5K promotional materials
- Proud supporter award to display at your business
- 4 volunteers at the finish line to distribute medals
- Yard sign with company logo near finish line (provided by sponsor)
- Corporate booth/table space at 5K Event (you choose location)
- Listed as 5K sponsor on website and on the back of 5K shirts
- (8) - 5K registrations

Our Diamond sponsor covers the cost of finisher medals for each of our 5K participants.

## Platinum Sponsor — \$3,000

Our Platinum sponsor covers the cost associated with volunteers, including a background check, t-shirt, & refreshments.

- Sign placement at our Volunteer tent (check-in area) activities
- Proud supporter award to display at your business
- Mention in the 5K volunteer registration process
- Company name on the back of all race shirts
- Corporate Booth/Table space at 5K Event
- Listed as 5K sponsor on GOTR website
- (6) - 5K registrations

## Gold Sponsor — \$1500

- Mentioned in social media posts leading up to the event
- Yard sign with company logo, and/or encouraging message
- Listed as 5K sponsor on GOTR website
- (4) - 5K registration

Our Gold sponsor provides finish line food, water, and support to our community runners.

## Gemstone Sponsor — \$500

Our Gemstone sponsor provides water for the water stop and at the finish line.

- Your company logo and/or encouraging message on yard sign at the Water Stop
- Listed as 5K sponsor on GOTR website
- (1) - 5K registration



# SNEAKER SOIREE OPPORTUNITES



Sponsorship opportunities allow you or your business to have an active part in our Sneaker Soiree Event  
March 21, 2026 - Stevenson Ridge Event Center

## Trail Blazer Sponsor - \$2,500

- Premier seating for a full table of 8 at the event
- Logo prominently displayed on all event materials (program, signage, slideshow, etc.)
- Recognition in four social media posts leading up to the event
- Verbal recognition during the program
- Logo on the Girls on the Run Piedmont website with a link to your business

Our Trailblazer sponsor covers the cost of a team at a Title 1 school for a season

## Marathoner Sponsor - \$1,500

Our Marathoner sponsor covers the cost associated providing running shoes to 20 girls.

- Premier seating for 6 at the event
- Logo displayed on event program
- Recognition in social media posts leading up to the event
- Verbal recognition during the program
- Logo on the Girls on the Run Piedmont website



## Sprinter Sponsor - \$1,000

- Admission for 4 to the event
- Logo displayed on event program
- Recognition in social media post leading up to the event
- Logo on the Girls on the Run Piedmont website

Our Sprinter sponsor provides coach bags and materials to use by 10 teams

## Pacer Sponsor— \$500

Our Pacer sponsor provides water bottles and healthy snacks for a team of girls for a full season

- Admission for 2 to the event
- Logo displayed on event program
- Recognition on the Girls on the Run Piedmont Website

# READY TO EMPOWER?

Every girl deserves the chance to cross the finish line.

**YES!** I want to help light the Path to Possibility—so every girl can grow in confidence, discover her limitless potential, and boldly pursue her dreams.

Your Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Street Address: \_\_\_\_\_ City: \_\_\_\_\_

State: \_\_\_\_\_ Zip Code: \_\_\_\_\_ Phone Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

Your tax-deductible contribution to Girls on the Run Piedmont is very much appreciated. All proceeds help to provide life-changing experiences for girls in our local communities.

Please select a sponsorship level:

Yearly	Wicked Bottom	Diamond Dash	Sneaker Soiree
Presenting Sponsor (\$15,000)	Finish Line Sponsor (\$3,000)	Diamond Sponsor (\$5,000)	Trailblazer (\$2,500)
Foundation Builder (\$10,000)	Volunteer Sponsor (\$1,500)	Platinum Sponsor (\$3,000)	Marathoner (\$1,500)
Community Pillar (\$5,000)	Community Sponsor (\$750)	Gold Sponsor (\$1,500)	Sprinter (\$1,000)
Unity Builder (\$3,000)	Hydration Sponsor (\$500)	Gemstone Sponsor (\$500)	Pacer (\$500)

Or reach out to us to create exciting, one-of-a-kind sponsorship opportunities that keep us moving forward together! 🌟📝

I do not wish to be an official sponsor, but please accept my donation of \$

Please complete this form and return to:

**Girls on the Run Piedmont**  
**PO Box 245, Warrenton, VA 20188**

or

By Email: [Kathy.butler@girlsontherun.org](mailto:Kathy.butler@girlsontherun.org)

Once payment is received, Girls on the Run Piedmont will contact you for artwork and logos.