



## Girls on the Run Mid Michigan

2023 Sponsorship  
Opportunities



## What We Do

- ★ We offer three unique programs to girls in 3<sup>rd</sup> to 8<sup>th</sup> grades: **Girls on the Run, Heart & Sole**, and **Camp GOTR**.
- ★ Our life skills curriculum is delivered by **caring and qualified coaches who are trained** to implement lessons as intended.
- ★ We celebrate the joy of movement! Our programs use physical activities as a platform for teaching **life skills** and **promoting holistic health outcomes** for girls.
- ★ Our program is **flexible and fluid**, now offering new ways to participate based on local community needs.



In 2023, **Girls on the Run Mid Michigan** anticipates having 60 sites in the mid Michigan area. In 2022, we served over 400 girls and created 25 Community Impact Projects.

With the help of generous sponsors and donors, we were able to provide financial assistance to 56% of our program participants who otherwise may not have been able to participate in Girls on the Run.





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It's not only about running. It's about inspiring girls to take charge of their lives and define the future on their terms. It's a place where girls learn that they can. No limits. No constraints. Only opportunities to be remarkable.

- Coach Tiffany

## 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 and 50% of girls ages 10 to 13 years old experience bullying.**
- ★ 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.**



## What Sets Us Apart

- ★ Girls on the Run is the **only** national physical activity-based positive youth development (PA-PYD) **program for girls with compelling evidence of impact**.
- ★ It is our combination of **research-based curriculum, trained coaches**, and a **commitment to serving all girls** that sets us apart as an exemplar PA-PYD program
- ★ Named one of the **Most Influential in Health and Wellness** by the National Afterschool Association.
- ★ Named a **Top 25 research-based program** by **Harvard University** researchers and featured as a "Bright Spot" organization in the **National Youth Sports Strategy**.

# The Finish Line is Just the Beginning

## Presenting Sponsor - \$10,000 – only 1 available!

- ★ Category Exclusivity
- ★ Logo inclusion on:
  - ★ Back of 800 program shirts (if sponsorship commitment is made by February 27)
  - ★ Front of 400 End of Season Celebration shirts
  - ★ 5K Race Bib
  - ★ Digital Program and End of Season 5K Celebration collateral – brochure, flyers, and emails
  - ★ Council website and End of Season 5K Celebration registration webpage with link to company website
- ★ Mention in promotional materials (including radio, digital, on social media (Facebook, Instagram, Twitter), and on media releases)
- ★ Official Presenting sponsorship and recognition for Spring End of Season 5K Celebration event with the opportunity to:
  - ★ Opportunity to address the crowd at the End of Season 5K Celebration
  - ★ Provide special video message for social media
  - ★ Be included on printable signage to be displayed at 5K
  - ★ Receive verbal recognition on a FB or Instagram live at start of end of season celebration if applicable
  - ★ Provide offer in digital swag bag

# The Finish Line is Just the Beginning

## Girl Power Sponsor - \$7,500

- ★ Logo inclusion on:
  - ★ Back of 800 program shirts (if sponsorship commitment is made by February 27)
  - ★ Back of 400 End of Season Celebration shirts
  - ★ Digital Program and End of Season 5K Celebration collateral – brochure, flyers, and emails
  - ★ Council website and End of Season 5K Celebration registration webpage with link to company website
- ★ Mention in promotional materials (including radio, digital, on social media (Facebook, Instagram, Twitter), and on media releases)
- ★ Recognition at the End of Season Celebration with the opportunity to:
  - ★ Provide special video message for social media
  - ★ Be included on printable signage to be displayed at 5K
  - ★ Receive verbal recognition on a FB or Instagram live at start of end of season celebration if applicable
  - ★ Provide offer in digital swag bag



## Limitless Potential Sponsor - \$5,000

- ★ Logo inclusion on:
  - ★ Back of 800 program shirts (if sponsorship commitment is made by Feb. 27) and 250 End of Season 5K Celebration shirts
  - ★ Social Media Post Recognizing Limitless Potential Sponsor
  - ★ End of Season 5K Celebration registration webpage with link to company website
- ★ Recognition for the End of Season 5K Celebration with the opportunity to:
  - ★ Opportunity to provide a short video for Council social media
  - ★ Receive verbal recognition during social media live if applicable
  - ★ Provide an offer in the digital swag bag

## Energy Award Sponsor - \$2,500

- ★ Company name included on:
  - ★ Back of 800 program shirts (if sponsorship commitment is made by Feb. 27) and 250 End of Season 5K Celebration shirts
  - ★ Social Media Post Recognizing Energy Award Sponsor
  - ★ End of Season 5K Celebration registration webpage with link to company website
- ★ Recognition for the End of Season 5K Celebration with the opportunity to:
  - ★ Receive verbal recognition during social media live if applicable
  - ★ Provide an offer in the digital swag bag

## Star Power Sponsor - \$1,000

- ★ Company name included on:
  - ★ Back of 800 program shirts (if sponsorship commitment is made by Feb. 27) and 250 End of Season 5K Celebration shirts
  - ★ End of Season 5K Celebration registration webpage with link to company website
- ★ Recognition for the End of Season Celebration with the opportunity to:
  - ★ Provide an offer in the digital swag bag

# Sponsor Benefits

	Presenting \$10,000	Girl Power \$7,500	Limitless Potential \$5,000	Energy Award \$2,500	Star Power \$1,000
Exclusive End of Season 5K Celebration presenting sponsor; top billing on End of Season advertising and materials	♥ ♥ ♥				
Opportunity to address the crowd at the end of Season 5K Celebrationnn	♥ ♥ ♥				
Mention in promotional materials	♥ ♥ ♥	♥ ♥ ♥			
Be included on a special printed signage at 5K	♥ ♥ ♥	♥ ♥ ♥			
Logo inclusion as opposed to company name	♥ ♥ ♥	♥ ♥ ♥	♥ ♥ ♥	♥ ♥ ♥	
Opportunity to provide a short video for Council social media	♥ ♥ ♥	♥ ♥ ♥	♥ ♥ ♥		
Receive verbal recognition during social media live if applicable	♥ ♥ ♥	♥ ♥ ♥	♥ ♥ ♥	♥ ♥ ♥	
Presence on the End of Season Celebration shirt and Provide an offer in the digital swag bag	♥ ♥ ♥	♥ ♥ ♥	♥ ♥ ♥	♥ ♥ ♥	♥ ♥ ♥

Customizable partnership opportunities available which can include **employee engagement, sampling, and discounts.**



# Invest in a Girl, Change the World

## I would like to commit to a sponsorship:

Email [stephanie.mcclintock@girlsontherun.org](mailto:stephanie.mcclintock@girlsontherun.org) to request a sponsorship agreement form

## I would like to make a one-time gift:

<https://www.gotrmidmichigan.org/Donate>

- ☐ \$3,000 sponsors one team for one season including shoes and 5K registrations
- ☐ \$500 purchases running shoes for an entire team
- ☐ \$175 provides a scholarship for one girl to participate for one season
- ☐ \$30 purchases one pair of running shoes for a girl in need

## Additional opportunities with Girls on the Run:

- ★ Volunteer at the 5K
- ★ Coach a team
- ★ Become a SoleMate
- ★ Become a Board or Committee Member

# Learn More

## Girls on the Run Mid Michigan

<https://www.gotrmidmichigan.org>

989.723.6329

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### Council Director

Stephanie McClintock

[Stephanie.mcclintock@girlsontherun.org](mailto:Stephanie.mcclintock@girlsontherun.org)

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### Council Coordinator

Tiffany Jones

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