



Girls on the Run
Mid Michigan
2024

**SPONSORSHIP
OPPORTUNITIES**



Who We Are

Mission

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

Vision

We envision a world where every girl knows and activates her limitless potential and is free to boldly pursue her dreams.



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



Lead with an **open heart** and assume **positive intent**



Nurture our physical, spiritual and emotional **health**



Stand up for ourselves and others

What We Do

- ★ We offer three unique programs to girls in 3rd to 8th 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 **caring** and **qualified** coaches are **trained** to create **trauma sensitive and inclusive spaces** that enable girls to grow and connect.
- ★ Celebration of the **joy of movement**! Our programs creatively integrate movement in a fun and motivating way.
- ★ In 2024, we aim to serve **1,000+ girls** at **70+ locations** across **six counties** in mid-Michigan.



Why It Matters

- ★ Studies show that 3rd - 8th grade is a critical period for girls. Their self-confidence begins to drop **by age nine** and **50% of girls ages 10 to 13 years old experience bullying.**
- ★ 2023 study by the CDC shows that from 2011-2021 **nearly 60% of girls experiencing persistent sadness and hopelessness.** This suggests that mental health needs is particularly pronounced among adolescent girls.
- ★ An independent study found that the combination of the Girls on the Run research-based 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.**





Sponsorship Benefits and Features



Presenting Sponsor \$10,000

Category Exclusivity

Premier logo on:


- ★ Back of 1,000+ program shirts – distributed to girls and coaches at 70+ locations across 6 counties
- ★ Program collateral throughout the year – brochures, flyers, signage, newsletters, and emails
- ★ Council website and newsletter footers
- ★ Front and back of 800+ 5K shirts
- ★ 5K collateral – flyers, emails, and signage
- ★ Logo on race bib and finish line arch
- ★ Inclusion on 5K webpages with hyperlink

Regular recognition on social media accounts and content opportunities in newsletters throughout the year (3,000+ followers across three social media platforms)

Official Presenting sponsorship and recognition for 5K with opportunity to:

- ★ Provide special video message for social media event coverage
- ★ Address 5K attendees from event stage
- ★ Provide digital promotion in event guide or physical item for packets
- ★ Activate special registration rates for team members
- ★ Pass out 5K medals to participants
- ★ Host a table/booth

Opportunity to engage employees in annual “Lesson in Action”



Girl Power \$7,500

Prominent logo on:

- ★ Back of 1,000+ program shirts – distributed to girls and coaches at 70+ locations across 6 counties
- ★ Program collateral throughout the year – brochures, flyers, newsletters, and emails
- ★ Council website and newsletter footers
- ★ Back of 800+5K shirts
- ★ 5K collateral – race bib, flyers, emails, and select signage
- ★ Inclusion on 5K webpages with hyperlink

Regular recognition on social media accounts and content opportunities in newsletters throughout the year (3,000+ followers across three social media platforms)

Recognition aligned with the 5K Celebration with the opportunity to:

- ★ Provide special video message for social media event coverage
- ★ Receive verbal recognition from event stage
- ★ Provide digital promotion in event guide or physical item for packets
- ★ Activate special registration rates for team members
- ★ Pass out 5K medals to participants
- ★ Host a table/booth



Sponsorship Benefits and Features

Limitless Potential

\$5,000

Logo on:

- ★ Back of 1,000+ program shirts – distributed to girls and coaches
- ★ Council website and newsletter footers
- ★ Back of 800+ 5K shirts
- ★ 5K webpage with hyperlink

Regular recognition on social media accounts and content opportunities in newsletters throughout the year (3,000+ followers across three social media platforms)

Recognition aligned with 5K Celebration with the opportunity to:

- ★ Provide special video message for social media event coverage
- ★ Receive verbal recognition from event stage
- ★ Provide digital promotion in event guide or physical item for participant packets
- ★ Activate special sponsor registration rates
- ★ Host a table/booth

Energy Award

\$2,500

Logo on:

- ★ Council website and newsletter footers
- ★ Back of 800+ 5K shirts
- ★ 5K webpage with hyperlink

Regular recognition on social media accounts and content opportunities in newsletters throughout the year (3,000+ followers across three social media platforms)

Recognition aligned with 5K Celebration with the opportunity to:

- ★ Provide special video message for social media event coverage
- ★ Receive verbal recognition from event stage
- ★ Provide digital promotion in event guide or physical item for participant packets
- ★ Provide content for post-event newsletter
- ★ Activate special sponsor registration rates
- ★ Host a table/booth

Star Power

\$1,000

Logo on:

- ★ Back of 800+ 5K shirts
- ★ 5K webpage with hyperlink

Regular recognition on social media accounts and content opportunities in newsletters throughout the year (3,000+ followers across three social media platforms)

Recognition aligned with 5K Celebration with the opportunity to:

- ★ Provide special video message for social media event coverage
- ★ Receive verbal recognition from event stage
- ★ Provide digital promotion in event guide or physical item for participant packets
- ★ Activate special sponsor registration rates
- ★ Host a table/booth



Sponsorship Benefits and Features




Inspiration

\$500

Logo on:

- ★ Back of 800+ 5K shirts
- ★ 5K webpage with hyperlink

Recognition aligned with 5K Celebration with the opportunity to:

- ★ Provide special video message for social media event coverage
 - ★ Receive verbal recognition from event stage
 - ★ Provide digital promotion in event guide or physical item for participant packets
 - ★ Activate special sponsor registration rates
 - ★ Host a table/booth
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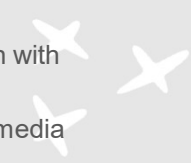
Encouragement

\$250

Name on:

- ★ Back of 800+ 5K shirts
- ★ 5K webpage with hyperlink

Recognition aligned with 5K Celebration with the opportunity to:

- ★ Receive recognition during social media event coverage
 - ★ Receive verbal recognition from event stage
 - ★ Provide digital promotion in event guide or physical item for participant packets
 - ★ Activate special sponsor registration rates
 - ★ Host a table/booth
- 

Running Buddy

\$175

Name on:


- ★ Back of 800+ 5K shirts
- ★ 5K webpage with hyperlink

Recognition aligned with 5K Celebration with the opportunity to:


- ★ Receive recognition during social media event coverage
- ★ Receive verbal recognition from event stage
- ★ Provide digital promotion in event guide or physical item for participant packets
- ★ Host a table/booth



Highlights	Exclusive Presenting \$10,000	Girl Power \$7,500	Limitless Potential \$5,000	Energy Award \$2,500	Star Power \$1,000	Inspiration \$500	Encouragement \$250	Running Buddy \$175
Program & 5Ks Presenting Sponsor; premier logo placement	♥							
Logo on race bib	♥	♥						
Logo inclusion on back of program shirts	♥	♥	♥					
Logo inclusion on council website landing page and all newsletter footers	♥	♥	♥	♥				
Recognition in strategic social media posts throughout the year	♥	♥	♥	♥	♥			
Logo inclusion on 5K shirts and email footers	♥	♥	♥	♥	♥	♥		
Opportunity to provide a short video for Council social media	♥	♥	♥	♥	♥	♥		
Logo inclusion on 5K webpage	♥	♥	♥	♥	♥	♥	♥	
Recognition in 5K social media event posts (minimum)	(5)	(4)	(4)	(3)	(3)	(2)	(1)	
Inclusion on 5K finish line banner; verbal and social media recognition throughout 5K; offer in digital event guide or physical item for participant packets; 10x10 booth space	♥	♥	♥	♥	♥	♥	♥	♥
Special registration rates for team members	25	15	10	5	3	2	1	
Thanks to your support, Girls on the Run will impact the lives of ...	60+ girls	43+ girls	29+ girls	15+ girls	6+ girls	3+ girls	1+ girls	1 girl



Our annual 5K event at Michigan State University is attended by 2,000+ people from across the mid-Michigan region.



Invest in a Girl, Change the World

I would like to commit to a sponsorship:

Fill out the commitment form here:

<https://forms.gle/JafX6gJFBU4hq7uv7>

I would like to make a one-time or monthly recurring gift:

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

- ☐ \$3,500 sponsors one team of 20 girls including shoes, snacks, coach training and support, supplies, and 5K registrations
- ☐ \$600 purchases running shoes for an entire team of 20 girls
- ☐ \$175 provides a scholarship for one girl to participate
- ☐ \$50 provides CPR/First Aid training for one coach

For checks, please mail to 6070 N. Seymour, Flushing, MI 48433

Additional opportunities with Girls on the Run:

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

LEARN MORE

**Girls on the Run
Mid Michigan**

<https://www.gotrmidmichigan.org>

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Executive Director

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