

# Sponsorship Opportunities



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# WHO WE ARE

MID STATE PA



## GIRLS ON THE RUN

Founded in 1996, Girls on the Run International is a nonprofit that has served 2 million + girls across North America.



## GIRLS ON THE RUN MID STATE PA

Currently encompasses 3 council regions of Capital Area (Cumberland, Dauphin, Juniata, Lebanon and Perry), Central PA (Centre, Clinton, Columbia, Lycoming, Mifflin, Montour, Northumberland, Snyder and Union) and South Central PA (Adams, Franklin and York).

Since 2011, over 16,000 girls in grades 3-8 in over 150 local school and community sites have participated in our programming.

## 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.



## SHE IS counting on you TO GIVE HER GIRLS ON THE RUN

- 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 fosters future leaders-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!



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# FUNDING THE GAP



## WHY IT MATTERS

At Girls on the Run, we are dedicated to ensuring that every girl has an opportunity to participate, regardless of her ability to pay. Program fees are collected using a sliding scale, based on household income.

**No girl pays the true cost of Girls on the Run. We rely on grants, events, fundraising and sponsorships, to be able to underwrite a portion of the cost for ALL participants.**

**50%** of program participants pay the standard registration fee of \$175

**50%** of program participants receive additional financial assistance

Our actual cost of \$375 per participant includes curriculum books, coach training, staff support, tshirt for the coaches and girls, coach background checks, school facility fees, insurance, GOTR International fees, CPR and First Aid training.



\$375  
actual cost  
per girl



\$10-\$175  
registration  
fees per girl



\$200-\$365  
funding gap



# Limitless Potential Breakfast



As a Limitless Potential Breakfast sponsor, you will have the opportunity to network with members of the Greater Harrisburg business community, Girls on the Run board members, donors and corporate partners. Most importantly, your support will be building the next generation of female leaders.

## WHAT YOU'LL EXPERIENCE

- Networking & Coffee
- Breakfast & Pastries
- Keynote Speaker
- Mystery Box Raffle
- GOTR Giveaways

IF YOU ARE IN NEED OF A MORNING OF COFFEE, CONNECTION, SELF CARE AND INSPIRATION THEN COME JOIN US!





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# Breakfast Sponsorships

## Personal Benefits

to thank you for your contribution

## Level

- Company logo prominent placement and recognition:
  - Event invitation
  - Event webpage linked to company website
  - Event entrance and exit signage
  - Event program cover
  - Mention at podium
  - Event signage
- Premium table for 10 at the event
- Mention in all media advisories and press releases
- One dedicated e-blast to Girls on the Run Mid-State PA database
- Recognized as Presenting Sponsor in two social media posts
- Opportunity to provide a giveaway

**PRESENTING**

**\$5,000**

- Company logo prominent logo placement on:
  - Event invitation
  - Event entrance and exit signage
  - Event program
  - Mention at podium
- Table for 10 at the event
- Mention in all media advisories and press releases
- One dedicated e-blast to Girls on the Run Mid State PA database
- Opportunity to provide a giveaway

**INSPIRATION**

**\$2,500**

- Company logo prominent placement on:
  - Event invitation
  - Event entrance and exit signage
  - Event program
- One dedicated e-blast to Girls on the Run Mid State PA database
- Opportunity to provide a giveaway

**TRANSFORMATION**

*(Table sponsor)*

**\$1,500**

- Company logo prominent placement on:
  - Event signage
  - Event program

**EMPOWERMENT**

**\$1,000**