



SPONSORSHIP PACKET

# WHAT OTHERS ARE SAYING



## FROM THE US SURGEON GENERAL

In 2023, The Office of the U.S. Surgeon General and the U.S. Public Health Service recently released a report about the vital connection between physical activity and mental health. In it, **Dr. Vivek Murthy highlighted Girls on the Run as an example of a program for girls to learn life skills through engaging activities and lessons.**



## FROM OUR PRINCIPALS

“They [Girls on the Run participants] are **learning tools, strategies and language to understand more about where people are coming from.** They know what to do in situations with girl conflict. You can tell the girls who have been through the program and have had the lessons compared to girls who haven’t”

“**As the program continued our female students began to gain such confidence that it was indeed noticeable in the classroom.** Students participated more, volunteered to take on tasks that once were believed to be too hard by them. The growth in character I witnessed has truly made me an advocate for Girls on the Run.”



## FROM OUR COACHES

“Nearly every practice held an experience that provided the chance to **see a girl realize her spark and ignite her confidence.**”

“I am convinced that Girls on the Run is a portal for girls to directly view themselves as they are. **It gives them the tools to shine brighter than before.**”



## FROM OUR PARENTS

“Before GOTR, my daughter saw dance as the only enjoyable way to move her body. This has shown her that there are other options out there and that being part of a team is a positive thing.”

“**The friendships Charlee made during GOTR helped her adjust to new situations and she was able to talk through her problems** because she had learned to express her emotions. This program doesn't just make an impact on one girl. It impacts the entire community.”



# YOUR SUPPORT CREATES A RIPPLE EFFECT

Studies show that **50% of girls experience bullying** such as name calling and exclusion. By age 6, *girls already identify boys as smarter than they are*. Girls' confidence also **peaks at age 9**, falling steeply at **3.5 times the rate of boys**, reaching its lowest point in **9th grade**.

**Girls who lack confidence become women who lack confidence.** Close to **80% of women struggle with low self-esteem** compared to **59% of men**. *Four in five women may be held back in their career advancement.*

**Girls on the Run programs focus on pre-teen and teen girls** because of the tremendous pressure and adversity they experience. We know these girls are full of *power and potential* and we connect them to their greatness, creativity and resilience.

Given opportunities to learn and practice key skills, with the guidance of **trained volunteers**, we are *connecting girls to their limitless potential* so that they can be the **changemakers driving progress** in their communities, **building back a stronger and kinder community** for everyone - *women, boys and men included*. **Girls on the Run and companies such as yours are investing in girls** because *every day we witness the impact of how they use their power and potential* to help their friends, their schools, and their communities.



# OUR REACH

## 5K EVENTS:

MAY & NOVEMBER

- LEWISBURG
- STATE COLLEGE
- HARRISBURG
- YORK



subscribers: 17K+



followers: 4.2K+



followers: 1K+



followers: 600+

per year..

180+

GIRLS ON THE  
RUN + HEART &  
SOLE TEAMS

650+

VOLUNTEER  
MENTORS

3,000+

PROGRAM  
PARTICIPANTS

6,000+

5K RUNNERS,  
WALKERS, FRIENDS,  
FAMILIES AND  
SUPPORTERS



# PROGRAM AND 5K SPONSORSHIP OPPORTUNITIES

## CORPORATE BENEFITS

6 (5KS) PER YEAR!

	PRESENTING	LIMITLESS	EMPOWERED	JOYFUL	HEALTHY	CONFIDENT
SPONSORSHIP COMMITMENT	\$25,000	\$15,000	\$10,000	\$5,000	\$2,750	\$1,500
WELCOME AT 5K EVENTS	★					
TABLE OF 10 AT LIMITLESS POTENTIAL BREAKFAST	★					
COMPANY LOGO ON RACE BIBS	★	★				
FINISH LINE BARRICADE COVER	★	★	★			
ENGAGEMENT AS CORPORATE TEAM VOLUNTEERS AT A BRANDED CHEER/WATER STATION	★	★	★	★		
COMPANY LOGO ON ALL PROGRAM SHIRTS (3,000+)	★	★	★	★	★	
GOTR SPONSOR SHIRTS FOR COMPANY SUPPORT	★ 15	★ 12	★ 10	★ 5	★ 3	
COMPANY LOGO ON ALL 5K SHIRTS (3,000+)	★	★	★	★	★	COMPANY LISTING
ACTIVATION IN FRIENDS AND FAMILY ZONE	★	★	★	★	★	★
SOCIAL MEDIA ACKNOWLEDGEMENT	★ 6	★ 5	★ 4	★ 3	★ 2	★ 1
COMPANY LOGO ON GOTR WEBSITE	★	★	★	★	★	★
COMPANY LOGO ON EMAIL MARKETING FOOTER	★	★	★	★	★	★

SPONSORSHIP BENEFITS ARE NEGOTIABLE TO BEST FIT THE NEEDS OF YOUR COMPANY



# CUSTOM OPPORTUNITIES

## Finish Line Sponsor - 3 Available - \$20,000



As the Finish Line Sponsor, your company will play a special role in one of the most memorable moments of the Girls on the Run experience.

Finish Line Sponsor Benefits:

- Prominent logo placement on the 5K finish line arch
- Brand visibility during the most celebrated moment of the season
- Plus all "Limitless" sponsor benefits



## Coach Sponsor - 1 Available - \$12,000



As the Coach Sponsor, your company will help support and highlight over 650 dedicated volunteer coaches who play a vital role in delivering the Girls on the Run program.

Coach Sponsor Benefits:

- Logo featured on coach training folders
- Logo displayed at the coach table during 5K events
- Logo included on coach service awards
- Opportunity for employee engagement through workplace giving, volunteerism, and ERGs
- Plus all "Empowered" sponsor benefits



## Adopt-a-Team Sponsor - \$3,000



The Adopt-a-Team Sponsor provides a selected team of girls with water bottles and healthy snacks for the full 8-week season.

Adopt-a-Team Sponsor benefits:

- Choose a local team to support and be involved at their practice 5k coordinated by GOTR
- Plus all "Healthy" sponsor benefits

## 5K Volunteer Sponsor - \$2,000



As the Volunteer Sponsor, your company will help us celebrate and support our amazing 5K volunteers.

Volunteer Sponsor Benefits:

- Logo featured on the volunteer table at 5K events
- Pin design that will be worn by all volunteers on event day
- Plus all "Confident" benefits



# CORPORATE BRANDING



**3,000+ 5K SHIRTS**



**RACE BIBS**



**FINISH LINE  
BANNER**



**BARRICADE COVER**



**COMPANY BRANDED  
STATION**



**LET US FIT THE NEEDS  
OF YOUR COMPANY!**



We can't wait to talk with you! For questions and more information reach out to Lindsay Peiffer, Corporate & Community Relations Manager, at [lindsay.peiffer@gotrmidstatepa.org](mailto:lindsay.peiffer@gotrmidstatepa.org)