

Sponsorship Opportunities



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Girls on
the run

MID STATE PA

WHO WE ARE



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.

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

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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OUR REACH



EXPOSURE



subscribers: 16K+



followers: 4K+



followers: 1K+



followers: 250+

Independent Studies Show:



98%

of GOTR girls said they would tell other girls to do Girls on the Run.



94%

of parents/guardians report valuable experience for their girl(s).



96%

of schools would offer programs again to support girls.

PER YEAR, OUR GIRLS ON THE RUN 5K'S CELEBRATES



- TEAMS: 140+
- COACHES: 600+
- PROGRAM PARTICIPANTS: 2,300+
- 5K RUNNERS AND WALKERS: 5,000+
- FRIENDS, FAMILY, AND SUPPORTERS: 5,000+
- LIFE SKILLS LEARNED, FRIENDSHIPS MADE AND MILES RAN: LIMITLESS





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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





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WHAT OTHERS ARE SAYING



FROM THE US SURGEON GENERAL

In a 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. 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.”



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Sponsorship Opportunities

(Program and 5K)



Levels and Impact

of contribution

LIMITLESS	EMPOWERED	JOYFUL	HEALTHY	CONFIDENT	SHINING STAR
\$15,000 (one season) \$20,000 (two seasons)	\$8,000 (one season) \$12,000 (two seasons)	\$5,000 (one season) \$7,500 (two seasons)	\$2,500 (one season) \$4,500 (two seasons)	\$1,000 (one season) \$1,500 (two seasons)	\$500 (one season)

Corporate Engagement

to thank you for your contribution

Sponsorship benefits are negotiable to best fit the needs of your company

LIMITLESS (ALL BENEFITS) AND EMPOWERED (PICK 8) BENEFITS

- Prominent banner placement at start/finish line (**Limitless exclusive**)
- Sponsor acknowledgement on all 5K collateral materials
- Company logo on race bibs
- Finish Line Barricade cover
- Sponsor plaque for your business
- Prominent company logo on email header to all participants families
- Company logo on all program shirts (2,500+)
- Company logo on all 5k shirts (2,500+)
- 3 branded social media posts provided by you to GOTR following
- Activation in Friends and Family Zone
- Opportunity to engage corporate teams as volunteers at a company branded cheer/water station
- Prime placement at the finish line to give medals to all finishers
- Company logo on GOTR website

JOYFUL (PICK 6) AND HEALTHY (PICK 4) BENEFITS

- Sponsor plaque for your business
- Prominent company logo on email header to all participants families
- Company logo on all program shirts (2,500+)
- Company logo on all 5K shirts (2,500+)
- 2 branded social media posts provided by you to GOTR following
- Activation in Friends and Family Zone
- Opportunity to engage corporate teams as volunteers at a company branded cheer/water station
- Prime placement at the finish line to give medals to all finishers
- Company logo on GOTR website
- Company yard sign at 5k

CONFIDENT (PICK 3) AND SHINING STAR (PICK 2) BENEFITS

- Prominent company logo on email header to all participants families
- Company listing on back of 5k shirts (2,500+)
- 1 branded social media post provided by you to GOTR following
- Activation in Friends and Family Zone
- Company logo on GOTR website
- Company yard sign at 5k



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CORPORATE BRANDING



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