



2023 GIRLS ON THE RUN NJ EAST SPONSORSHIP OPPORTUNITIES



**SPRING & FALL 5K EVENTS
NEWARK & PRINCETON**



Girls on the Run NJ East
Serving Essex, Union, Mercer, Burlington and Morris Counties
www.girlsontherunnj.org

MAKING AN IMPACT

OUR MISSION

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

OUR PROGRAM

At Girls on the Run we inspire girls to recognize their inner strength and celebrate what makes them one of a kind. Trained coaches lead small teams through our research-based curricula which includes dynamic discussions, activities and running games.

Over the course of the ten-week program, girls in 3rd through 8th grade develop essential skills to help them navigate their worlds and establish a lifetime appreciation for health and fitness. The program culminates with girls positively impacting their communities through a service project and being physically and emotionally prepared to complete a celebratory 5K event.

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, 50% of girls ages 10 to 13 experience bullying, and physical activity levels begin to decline.

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.

“As a coach and teacher, watching the girls incorporate the lessons into their lives is truly magical!”
-GOTR coach



“Girls on the Run helped me to be less shy and let me be myself. It helped me clear my head because while I'm running, I let go of stress that I've been bottling up.”
-GOTR girl

After reviewing the enclosed opportunities, please contact Executive Director Suzanne Elliott at Suzanne.Elliott@girlsontherun.org or 718-637-3774 to sign up to become a Girls on the Run NJ East sponsor.





SPONSORSHIP REACH

OUR CURRENT AUDIENCE

Email Subscribers: 7,000+

Social Media Followers:

Facebook 3,000+

Instagram 1,000+

LinkedIn 300+

Volunteer Coaches: 350+

Friends, Family &

Supporters: 2,000+

5K Event Volunteers: 250+

Program Participants: 1,600+

5K Attendance:

North 5K 1,000+

South 5K 400+

GOTR NJ EAST 5K EVENTS NEWARK & PRINCETON

The culmination of our 10-week season is a celebratory 5K where Girls on the Run participants, coaches, family, friends and community members come together for a morning of inspiration, joy and empowerment.

GOTR NJ East hosts two 5K events each season: North 5K for Essex, Union and Morris county teams, and South 5K for Burlington and Mercer teams.

Partners receive recognition and marketing exposure at BOTH 5K events for each season of sponsorship.

WHEN YOU WILL REACH OUR AUDIENCE:



2023 NATIONAL PARTNERS



PROGRAM YEAR 2022 ACCOMPLISHMENTS

\$ 71,000
in financial
assistance

72
unique program
sites

1,562
total program
participants

Essex, Union, Mercer,
Burlington and
Morris counties



15
new sites added!



260+
volunteer coaches

Since 2001, Girls on the Run NJ East has supported more than 22,500 girls in developing the confidence and character they need to become strong, healthy women, using a unique, research-based after school curriculum that creatively integrates running.



GIRLS ON THE RUN NJ EAST MARATHON GOALS:


- Serve **25,000 girls** by the end of 2024
- Provide at least **\$100,000 in financial assistance annually** so every girl who wishes to participate can have the opportunity
- Continue to recruit, support and retain **caring and committed volunteers** as coaches
- Expand our program to **areas that lack access** to high-quality youth development activities



"My daughter was shy. At practices, she felt warmly welcomed. She loved the lessons and how the coaches cheered her on. She is so proud of herself for completing the 5K, and we are inspired by her."
-GOTR parent



2023 CORPORATE SPONSORSHIP OPPORTUNITIES

SPONSORSHIP BENEFITS	LIMITLESS POTENTIAL	STAR POWER	ENERGY AWARD	PACE SETTER	RUNNING BUDDY	
ONE SEASON	\$12,000	\$5,000	\$2,500	\$1,000	\$500	
BOTH SEASONS	\$20,000	\$8,500	\$4,500	\$1,500	\$1,000	
Logo on 5K race bibs*	*					
Profile in Annual Report	*					
Option to speak at 5K events	*					
Sponsor Spotlight in newsletter	*	*				
Logo on 5K signage*	* <i>finish line</i>	* <i>mile marker</i>	* <i>water stop</i>	* <i>coach appreciation tent</i>		
Logo on 5K giveaway (example: tote bags)*	*	*				
Logo on program shirts worn by all GOTR participants*	* <i>back - featured</i>	* <i>back</i>	* <i>back</i>			
Sponsor table at 5K events	*	*	*			
Social media posting	* <i>2/season dedicated</i>	* <i>1/season dedicated</i>	* <i>1/season</i>	* <i>1/season</i>		
Logo on all program and 5K emails	*	*	*	*	* <i>5K emails only</i>	
Linked logo on website	* <i>Partner and 5K pages</i>	* <i>Partner and 5K pages</i>	* <i>Partner and 5K pages</i>	* <i>5K page</i>	* <i>5K page</i>	
Post-5K thank you in newsletter	*	*	*	*	*	
Complimentary 5K entries	8	5	3	2	2	
Listing in Annual Report	* <i>Logo</i>	*	*	*	*	

***Spring deadline for logo inclusion: April 14; Fall deadline for logo inclusion: September 5**

Custom sponsorship packages available upon request.

Please contact **Suzanne Elliott at Suzanne.Elliott@girlsontherun.org or **718-637-3774**.**



EVEN MORE WAYS TO GIVE AND ENGAGE

We have many opportunities for you, your organization, or your employees to give and engage with our program. As a non-profit, we appreciate every kind of support we receive from our wonderful community partners and welcome that support in all shapes and sizes. Now more than ever, our passion is ignited to empower our future generation of women--and we hope you'll join us!

Donate In-Kind Goods or Services

Interested in contributing your product or services to one (or all four!) of our **5K events**? Some in-kind perks include name and logo on website and a shout-out at the event. Please contact **Suzanne Elliott** at Suzanne.Elliott@girlsontherun.org, to discuss a donation.



Adopt a Team

Your business or organization can empower an entire team of girls at one of our subsidized sites in high-need communities. Includes opportunities for your employees or members to engage with the program as coaches, running buddies, or 5K volunteers. To learn about **Adopt a Team** opportunities, please contact **Suzanne Elliott** at Suzanne.Elliott@girlsontherun.org,



Become a SoleMate

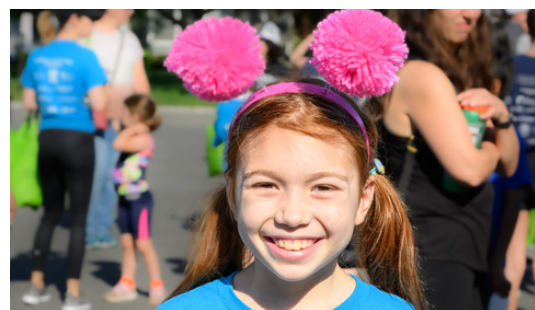
SoleMates is a motivating community and the Girls on the Run charity running program committed to empowering girls, changing lives and supporting its members with their own fitness goals, such as running a marathon or 5K or another athletic event.

SoleMates fundraising helps to provide scholarships for girls across our five-county territory. To learn more or sign up please visit www.girlsontherunnj.org/solemates.



Sponsor a Girl

Help a girl who could not otherwise experience this life-changing program unleash her limitless potential. All sponsors are invited to cross the 5K finish line with one of the girls as a **Running Buddy**. Ready to make your contribution? Visit www.girlsontherunnj.org/donate.



2023 PLEDGE FORM

BECOME A GIRLS ON THE RUN SPONSOR TODAY!

To become a corporate sponsor, please complete this form and return it to Executive Director Suzanne Elliott by email to Suzanne.Elliott@girlsontherun.org or mail to P.O. Box 896, Millburn, NJ 07041.

GOTR NJ East Sponsorship Level (check one):

Limitless Potential

- ☐ \$12,000 (one season) ☐ \$20,000 (both seasons)

Star Power

- ☐ \$5,000 (one season) ☐ \$8,500 (both seasons)

Energy Award

- ☐ \$2,500 (one season) ☐ \$4,500 (both seasons)

Pace Setter

- ☐ \$1,000 (one season) ☐ \$1,500 (both seasons)

Running Buddy

- ☐ \$500 (one season) ☐ \$1,000 (both seasons)

Additional Engagement:

Check any/all that you'd like to explore:

- ☐ Donate an In-Kind Good or Service
☐ Adopt a Team
☐ Become a SoleMate
☐ Sponsor a Girl
☐ Other: _____



Payment Information

- ☐ My check is enclosed

Please make payable to Girls on the Run NJ East and send to:

Girls on the Run NJ East
PO Box 896
Millburn, NJ 07041

- ☐ Charge my credit card (Please complete billing information to the right.)

CC number: _____

Exp. date: _____ Security code: _____

- ☐ I will donate online.

www.girlsontherunnj.org/donate

Billing Information

Company: _____

Name: _____

Address: _____

City, State & Zip _____

Email: _____

Phone: _____

