



Girls on the Run of Kent and Muskegon Counties

Presents:



FILMS BY AND ABOUT WOMEN

An age 14+ event to benefit the GOTR-KMC Program Registration Assistance Fund, which provided more than \$107,000 in financial aid to Kent and Muskegon county girls in 2019.

LUNAFEST Muskegon

Thurs. March 5, 2020

The Block

360 W. Western Ave

Muskegon, MI

LUNAFEST Grand Rapids

Thurs. March 19, 2020

Wealthy Theatre

1130 Wealthy St SE

Grand Rapids, MI

For more information:

Elizabeth McEwen, 616.204.4267

Elizabeth.mcewen@girlsontherun.org

Learn more at: www.gotrkmc.org/lunafest



benefitting



Girls on the Run of Kent and Muskegon Counties

Our Mission:

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

Our Core Values:

Recognize our power and responsibility to be intentional in our decision making. Embrace our joy, optimism and gratitude through our words, thoughts and actions. Nurture our physical, emotional and spiritual health. Lead with an open heart and assume positive intent.

Girls on the Run of Kent and Muskegon Counties (GOTR-KMC) was formed in 2003 and has grown steadily from 69 girls to more than 2,100 girls at over 100 schools and community sites across Kent and Muskegon Counties! As we enter our 2020 season, the heart of our program continues to be our proven curriculum, which is implemented by more than 500 volunteer coaches. It empowers pre-adolescent girls with the necessary tools to embrace their individual strengths, successfully navigate life experiences and reach their limitless potential. In fact, a 2017 longitudinal study showed 97% of our participants gained critical life skills!



Results of a 2017 Longitudinal Study conducted by the University of Minnesota.

We are proud to say that GOTR-KMC is making a positive impact in the health and lives of our girls, their families and our community. With the support of our generous sponsors, we have never turned a girl away for financial reasons. In 2019 alone, we supported over 46% of our Kent County girls, and over 71% of our Muskegon County girls, with more than \$107,000 in financial assistance!

GOTR-KMC is an independent council of Girls on the Run International®.





About LUNAFEST

The LUNAFEST Mission

To celebrate and inspire women through the art of film and community fundraising.

About LUNAFEST

LUNAFEST is a national traveling film festival that features short films by, for and about women. LUNAFEST was established in 2000 by LUNA®, makers of the first nutrition bar for women to simultaneously promote women filmmakers, raise awareness for women's issues, and support worthy women's nonprofit organizations.

All proceeds from LUNAFEST are donated to nonprofit organizations. A screening fee of \$350 goes to LUNA's primary cause partner, [Chicken & Egg Pictures](#), a nonprofit organization that supports women nonfiction filmmakers whose artful and innovative storytelling catalyzes social change. 100% of net proceeds from each LUNAFEST event go to the host's organization or the beneficiary of their choice.

LUNAFEST is designed so that one person can easily make a significant difference in the lives of women. Whether that person is a filmmaker who tells an untold story, a host who raises funds and awareness for a cause, or an attendee who leaves with a new perspective—each is a catalyst for change.

The LUNAFEST films range from animation to fictional drama and cover topics relating to women's health, motherhood, body image, relationships, cultural diversity, breaking barriers, and more. The films are selected by an outside board of advisors comprised of notables in the film industry.

LUNAFEST will screen at over 180 locations nationwide during its 19th season. LUNAFEST events have raised over 5.2 million dollars for women's organizations, while raising awareness for women's causes everywhere.





Blockbuster Sponsor Benefits

\$1,500

IMPACT: Supports program fees for 10 of our most at-risk girls!

Sampling Opportunities:

- Access to pre-event "Happy Hour" sampling or other activations
- Product/service inclusion in drawing
- Opportunity to display information/products at LUNAFEST

Logo/Banner Placement:

- Logo inclusion and recognition on printed materials including LUNAFEST Program Insert and Posters promoting the event
- Banner and/or logo representation at ticket/registration table at LUNAFEST

Special Recognition:

- Special recognition on-stage at LUNAFEST
- Opportunity to make welcome comments at event
- Sponsorship recognition and inclusion in local LUNAFEST press releases

Other Opportunities:

- Logo and direct link on GOTR-KMC website
- Feature recognition in GOTR-KMC newsletter, reaching over 10,000 local subscribers
- Featured social media recognition, reaching over 3,000 local social media followers
- 10 complimentary tickets to the event





Screening Sponsor Benefits \$1,000

IMPACT: New, professionally-fit running shoes for 25 girls!

Sampling Opportunities:

Product/service inclusion in drawing
Opportunity to display information/products at LUNAFEST

Logo/Banner Placement:

Name inclusion and recognition on printed materials including LUNAFEST Program Insert and Posters promoting the event
Banner and/or logo representation at ticket/registration table at LUNAFEST

Special Recognition:

Special recognition on-stage at LUNAFEST

Other Opportunities:

Logo and direct link on GOTR-KMC website
Recognition in GOTR-KMC newsletter, reaching over 10,000 local subscribers
Social media recognition, reaching over 3,000 local social media followers
10 complimentary tickets to the event





Reel Sponsor Benefits - \$750

IMPACT: Provides 3 full teams with Celebration 5K t-shirts and finisher's medals

Sampling Opportunities:

Product/service inclusion in drawing

Logo/Banner Placement:

Logo representation at ticket/registration table at LUNAFEST.

Special Recognition:

Special recognition on-stage at LUNAFEST.

Other Opportunities:

Logo and direct link on GOTR-KMC website

Recognition in GOTR-KMC newsletter, reaching over 10,000 local subscribers

Social media recognition, reaching over 3,000 local social media followers

6 complimentary tickets to the event

Film Clip Sponsor Benefits - \$500

IMPACT: Provides specialized training for 12 coaches to impact the lives of 180 girls

Sampling Opportunities:

Product/service inclusion in drawing

Special Recognition:

Special recognition on-stage at LUNAFEST.

Other Opportunities:

Logo and direct link on GOTR-KMC website

Recognition in GOTR-KMC newsletter, reaching over 10,000 local subscribers

Social media recognition, reaching over 3,000 local social media followers

4 complimentary tickets to the event





Sponsorship Commitment

Please circle location and amount: **LUNAFEST Muskegon** **LUNAFEST GR**

Blockbuster - \$1,500

Screening - \$1,000

Reel - \$750

Film Clip - \$500

Company/Contributor Name:

(as you would like it to appear in promotional material)

Contact Person: _____

Address: _____

Email: _____ Phone: _____

Payment: My check is enclosed, made payable to GOTR-KMC

Please invoice us

Visa Master Card Discover

Card #: _____ Exp: _____ 3-digit code: _____

Signature: _____

Please list/describe the item/service you would like included in the drawing at our event:

Item/Service Value \$ _____

(item donation may be tax-deductible, please consult your tax advisor for details)

Please return this form to:

Email: Elizabeth.mcewen@girlsontherun.org

Mail: GOTR-KMC 4835 Eastern Ave SE Kentwood MI 49508

