



2023-2024 GIRLS ON THE RUN WESTERN MA SPONSORSHIP OPPORTUNITIES



Serving Hampden, Hampshire, Franklin, and Berkshire Counties
www.girlsontherunwesternma.org

MAKING AN IMPACT

OUR MISSION

Girls on the Run inspires girls to be **joyful, healthy and confident** using a fun, experience-based curriculum that creatively integrates running.

WHAT WE DO

- We offer 3 unique after-school programs to girls in 3rd to 8th grades: Girls on the Run (3-5), Heart & Sole (6-8), and Camp GOTR.
- Caring, trained coaches lead small teams through our research-based curricula which uses physical activities as a platform for teaching life skills and promoting holistic health outcomes for girls.
- The program culminates with girls positively impacting their communities through a service project and being prepared to complete a celebratory 5K.

WHY IT MATTERS

Studies show that 3rd – 8th grade is a critical period for girls. Their self-confidence begins to drop by age 9 and 50% of girls ages 10 to 13 years old experience bullying.

2023 study by the CDC shows that from 2011-2021 nearly 60% of girls are experiencing persistent sadness and hopelessness. This suggests that mental health needs are particularly pronounced among adolescent girls.

An independent study found that the combination of the Girls on the Run 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.**

“

I love getting to interact with the girls outside of the school setting. GOTR lets me see a different side to them and form bonds.
– GOTR coach & teacher



“

Girls on the Run showed me how active I can be and how I can get along with other people even though they're different from me.
– GOTR participant



After reviewing the enclosed opportunities, please contact [Lisa Queenin](#), Development & Outreach Manager, at lisa.queenin@girlsontherun.org or [781-690-3939](tel:781-690-3939) to learn more and become a Girls on the Run Western MA sponsor.



OUR IMPACT

Girls on the Run Western MA has served more than 9,000 girls since the program began in 2015. We have a fall and spring season and host two culminating 5K events, one in November and one in June.

SPRING 2023 PROGRAM



1,030
program participants



75
program sites



285
volunteer coaches



4,000 people attended our spring celebratory 5K at Western New England University.

With the help of generous supporters, **65% of participants received partial or full scholarships.**



SPONSORSHIP REACH



Email Subscribers: 9,000

Social Media Followers:

- Instagram 840
- Facebook 2,500

Volunteer Coaches: 500+ / year

Friends, Family, Supporters: 4,000+ / year

5k Event Volunteers: 100 per 5K event


Program Participants: 2,000+ / year

GOTR WMA 5K EVENTS

The culmination of our 10-week season is a celebratory 5K where GOTR participants, coaches, running buddies, family and friends come together for a morning of inspiration, joy and empowerment. GOTR WMA hosts two 5K events, one in June and one in November

Partners receive recognition and marketing exposure at the 5K events and throughout the year.

2023 SPONSORSHIP OPPORTUNITIES AT-A-GLANCE

SPONSORSHIP BENEFITS	PRESENTING SPONSOR	GIRL POWER	LIMITLESS POTENTIAL	ENERGY AWARD	STAR POWER	
BOTH SEASONS	\$7,500	\$5,000	\$2,500	\$1,000	\$500 one season	
Program & 5K Presenting Sponsor	*					
Logo on 5K race bibs Banner at 5K start/finish area	*					
Sponsor Spotlight in newsletter and social media	*	*				
Recognized as a sponsor of our Sneaker Soirée fundraiser	*	*				
Logo on 5K shirts and on 2,000 program shirts *	*	*				
Opportunity to speak at 5K and verbal recognition from stage	* <i>speaking</i>	* <i>speaking</i>	*	*		
Own a 5K area with signage: mile marker, water stop, bling your bib, sign making	* <i>start/finish line</i>	* <i>mile marker</i>	* <i>water stop</i>			
Name listed on 5K shirts and 2,000 program shirts *	<i>logo</i>	<i>logo</i>	*	*	*	
Linked logo on GOTR website	*	*	*	*	*	
Acknowledgement in social media and emails	*	*	*	*	*	
Signage at 5K	*	*	*	*	*	
Complimentary 5K entries	8	6	4	2		
Complimentary Sneaker Soirée tickets	8	6	4	2		

*** Spring deadline for logo/name inclusion: March 22; Fall deadline for logo inclusion: September 15**

Custom sponsorship packages available upon request, including sponsor opportunities for our Sneaker Soirée fundraising event. Please contact [Lisa Queenin](mailto:lisa.queenin@girlsontherun.org) at lisa.queenin@girlsontherun.org or 781-690-3939.



2023 SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR – \$7,500

Exclusive recognition as the presenting sponsor of the spring and fall season and 5K events, making it possible for hundreds of girls and their running buddies to cross the finish line and achieve their goals!

Year-long Benefits

- Sponsor Spotlight and recognition on social media, in e-newsletter and media releases

Premier placement of logo on:

- Back of 2,000 program shirts – distributed to girls and coaches (fall & spring)
- Program and 5K collateral
- GOTR website with link to company website

Sneaker Soirée

- Recognized as a sponsor at our signature fundraising event
- 8 complimentary event tickets

5K Benefits

- **Banner/logo displayed prominently near the start/finish line!**
- Official Presenting Sponsor at Fall and Spring 5K with opportunities for:
 - Brief speaking opportunity at 5K and verbal recognition from event stage
 - Video/written message shared on social media
 - Host a table or booth; provide swag item
 - 8 complimentary 5K entries each season
 - Pass out finisher medals
- Logo prominently featured on:
 - 5K runner bibs
 - Back of 5K shirts for fall and spring
 - 5K Materials– Posters, emails, and event signage

GIRL POWER SPONSOR – \$5,000

Support an entire team of participants for one full year.

Year-long Benefits

- Sponsor Spotlight and recognition on social media, in e-newsletter and media releases

Prominent placement of logo on:

- Back of 2,000 program shirts – distributed to girls and coaches (fall & spring)
- Program and 5K collateral
- GOTR website with link to company website

Sneaker Soirée

- Recognized as a sponsor at our signature fundraising event
- 6 complimentary event tickets

5K Benefits

- **Opportunity to “own” an area of the 5K such as Bling Your Bib, Sign Making, or a Water Stop**
- Sponsor at Fall & Spring 5K with opportunities for:
 - Verbal recognition from event stage
 - Video/written message shared on social media
 - Host sponsor table; provide swag item
 - 6 complimentary 5K entries each season
 - Pass out finisher medals
- Logo prominently featured on:
 - Back of 5K shirts for fall and spring
 - 5K Materials– Posters, emails, and event signage
 - Mile marker sign along run route



ONE-SEASON, FULL YEAR, AND CUSTOM PACKAGES ARE AVAILABLE. LET'S TALK!

www.girlsontherunma.org | lisa.queenin@girlsontherun.org

2023 SPONSORSHIP OPPORTUNITIES

LIMITLESS POTENTIAL SPONSOR – \$2,500

Support an entire team of participants for one season.

Year-long Benefits

- Recognition on social media and content opportunities in newsletters throughout the year

Company Name on:

- Back of 2,000 program shirts – distributed to girls and coaches (fall & spring)
- Program and 5K collateral
- GOTR website with link to company website

Sneaker Soirée

- 4 complimentary event tickets

5K Benefits

- **Opportunity to “own” an area of the 5K: Bling Your Bib, Sign Making, Water Stop, Mile Marker**
- Sponsor at Fall & Spring 5K with opportunities for:
 - Verbal recognition from event stage
 - Host sponsor table; provide swag item
 - 4 complimentary 5K entries each season
- Company name featured on:
 - Back of 5K shirts for fall and spring
 - 5K Materials– Posters, emails, and event signage

ENERGY AWARD SPONSOR – \$1,000

Sponsor one of our coach trainings and provide curriculum materials

Year-long Benefits

- Recognition on social media and content opportunities in newsletters throughout the year

Company Name on:

- Back of 2,000 program shirts – distributed to girls and coaches (fall & spring)
- Program and 5K collateral
- GOTR website with link to company website

Sneaker Soirée

- 2 complimentary event tickets

5K Benefits

- Sponsor at Fall & Spring 5K with opportunities for:
 - Verbal recognition from event stage
 - Host sponsor table; provide swag item
 - 2 complimentary 5K entries each season
- Company name featured on:
 - Back of 5K shirts for fall and spring
 - 5K Materials– Posters, emails, and event signage

STAR POWER SPONSOR – \$500

Provides program shirts, running shoes, and snacks for a team.

- Recognition on social media and content opportunities in newsletters for one season

Company Name on:

- Back of 2,000+ program shirts – distributed to girls and coaches (one season)
- GOTR website with link to company website

5K Benefits

- Sponsor at Fall or Spring 5K with opportunities for:
 - Host sponsor table; provide swag item
- Company name featured on:
 - Back of 5K shirts for fall or spring
 - 5K Materials– Posters, emails, and event signage



Sneaker Soirée

2023 Sponsorship Opportunities

Join Girls on the Run Western MA for our inaugural Sneaker Soirée! By becoming an event sponsor, you are raising valuable funds to support program scholarships and our mission to serve more girls. Sneaker Soirée sponsors and attendees will enjoy an evening of drinks and light fare, a silent auction, and a short program featuring GOTR girls and coaches – all while wearing their favorite sneakers!

LEVEL

SPONSORSHIP BENEFITS

PRESENTING SPONSOR: \$2,500

Provides full scholarships and snacks for 15 program participants (an entire team!)

- Your company will be recognized as the exclusive Presenting Sponsor on signage at the food stations.
- Prominent placement of company logo on event materials, including the e-invites, event and auction website, and on event signage. Your banner displayed at event.
- Speaking opportunity at the Soiree
- Recognition as the Presenting Sponsor in our e-newsletter, on GOTR social media platforms, and in media release.
- 10 Soirée tickets and table-top signage
- Company banner at the GOTR Fall 5K (approx. 4,000 attendees)

INSPIRATION SPONSOR: \$1,000

Provides full scholarships and snacks for 7 program participants

- Your company will be recognized as a sponsor on signage at the bar.
- Company logo placement on event materials, including the event and auction website, and on event signage.
- Verbal recognition at the event
- Recognition as a sponsor in our e-newsletter, on GOTR social media platforms, and in media release.
- 6 Soirée tickets and table-top signage
- Company banner at the GOTR Fall 5K (approx. 4,000 attendees)

MOTIVATION SPONSOR: \$500

Provides full scholarships for 3 program participants

- Company or individual logo/name placement on event materials, including the event and auction website and event signage.
- Verbal recognition at the event
- Recognition as a sponsor in our e-newsletter and GOTR social media platforms
- 4 Soirée tickets and table-top signage

GIRL POWER SPONSOR: \$200

Provide a girl with a scholarship to participate in Girls on the Run!

- 2 Soirée tickets and recognition on the event website

Thursday, October 5, 2023
5:30 – 8:00 PM
Springfield Country Club
1375 Elm St. West Springfield



2023 PLEDGE FORM

BECOME A GIRLS ON THE RUN SPONSOR TODAY!

To become a sponsor, please complete this form and return it to Girls on the Run Western MA by email to lisa.queenin@girlsontherun.org or mail to 16 Center St., Suite 318, Northampton, MA 01060.

GOTR WMA Sponsorship Level (check one):

Presenting Sponsor	\$7,500 (both seasons)
Girl Power	\$5,000 (both seasons)
Limitless Potential	\$2,500 (both seasons)
Energy Award	\$1,000 (both seasons)
Star Power	\$500 (one season)

Additional Engagement:

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

- ☐ Volunteer at a 5K
- ☐ Coach a Team
- ☐ Become a SoleMate (fundraise for GOTR WMA)
- ☐ Sponsor a Girl
- ☐ Become a Board or Committee Member
- ☐ Other: _____



Payment Information

- ☐ My check is enclosed made payable to Girls on the Run Western MA and send to:

Girls on the Run Western MA
16 Center St., Suite 318
Northampton, MA 01060

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

CC number:

Exp. date:

Security code:

- ☐ I will donate online.
www.girlsontherunma.org/donate

Billing Information

Company: _____

Name: _____

Address: _____

City, State & Zip _____

Email: _____

Phone: _____

