

Girls on the Run

Western Massachusetts



SPONSORSHIP OPPORTUNITIES



**GET INVOLVED.
TRANSFORM LIVES.**

We are excited to offer 5K event and program-related sponsorships that help more girls across Western MA unlock their confidence and achieve their full potential. Join us!

WHY GIRLS ON THE RUN?

Girls on the Run has served over **12,600** girls in **150+** schools across Western MA since our start in 2015

OUR MISSION

Girls on the Run, a 501(c)(3) nonprofit, is about so much more than running! Our programs inspire girls to be **joyful, healthy and confident** using fun, engaging, and dynamic lessons that creatively integrate running and movement.

WHAT WE DO

The Season

Throughout the 8-week fall season and 10-week spring season, girls learn important life skills, including how to manage emotions, build healthy friendships, make intentional decisions, and resolve conflict, while running and moving their bodies.

5K Events

Each spring and fall season concludes with a celebratory 5K event that gives participants a tangible sense of achievement and sets a confident mindset in motion.

WHY IT MATTERS

Studies show that girls in grades 3-8 are at a critical point in their development that determines the path their lives take. Self-confidence begins to decline by age 9. The CDC recently reported that 57% of teen girls (2x more than boys) felt sad or hopeless. 50% of girls ages 10-13 have experienced bullying. Physical activity levels begin to decline without intervention and can lead to health problems in the future.

An independent study found that the combination of the Girls on the Run curriculum, delivered by trained coaches, positively impacts girls' lives by helping them increase their self-confidence, develop healthy relationships, and feel good about themselves.

ANNUAL IMPACT

1,900 Program participants



90 Program sites



530 Dedicated coaches



225 5K volunteers



\$145,000 In financial aid for 65% of participants



“

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

SPONSORSHIP REACH



Email: 11,000



Facebook: 2,900



Instagram: 1,050



Supporters: 4,000+/yr



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

THE IMPACT OF YOUR INVESTMENT

**OUR SPONSORS
RECEIVE BENEFITS
INCLUDING:**



**Opportunity to authentically showcase a
commitment to empowering women, girls and
families to be active, happy, healthy**



Meaningful employee engagement opportunities



**Exposure leading to new customer acquisition
and deepening existing customer relationships**

Your generosity ensures youth across all four Western MA counties have the opportunity to build community, have fun, be active, and engage in high-quality programming regardless of their family's financial circumstances.



With over 1,800 program participants and 4,000 5K attendees, sponsorships offer the opportunity to position your business in front of a diverse audience.

SPONSORS SAY

"We understand the value of Girls on the Run, helping girls grow their self-confidence, develop healthy relationships, increase their physical activity, and so much more. We are happy to support GOTR as part of our philanthropy in the community."

SPONSORSHIP LEVELS AT-A-GLANCE

Year-long opportunities that include two 5K Events

SPONSORSHIP BENEFITS	PRESENTING SPONSOR \$10,000	GIRL POWER \$5,000	LIMITLESS POTENTIAL \$2,500	ENERGY AWARD \$1,000	STAR POWER \$500 (ONE SEASON)
Logo on all 5K participant race bibs	X				
Banner in 5K Start/Finish Chute	X				
Opportunity to hand out 5K finisher medals	X				
Speaking opportunity from 5K stage	X				
Partnership spotlight in newsletter & social media	X	X			
Logo on both 5K and program shirts	X	X			
Opportunity to brand an interactive activity station (Photo Booth, Happy Hair, Bling Your Bib, etc.)	X	X	X		
Opportunity to host water stop and/or booth and provide giveaway	X	X	X	X	
Verbal recognition at 5K	X	X	X	X	
Name listed on 5K and program shirts	LOGO	LOGO	X	X	X
Logo with link on GOTR website	X	X	X	X	X
Acknowledgement in social media and e-news	X	X	X	X	X
Signage at 5K	X	X	X	X	X
Complimentary 5K entries	8	6	4	2	-
Complimentary Sneaker Soirée tickets	8	4	2	1	-

Fall deadline for logo/name inclusion on shirts : Sept. 12 | Spring deadline for inclusion: March 13

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

SPONSORSHIP BENEFITS

All sponsorship levels include logo placement on the GOTR WMA website, a social media shoutout, and recognition in our annual report.



PRESENTING SPONSOR – \$10,000

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)
- Opportunity for company ambassadors to visit a GOTR practice at a partner school (if interested)

Sneaker Soirée

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

5K Benefits

Official Presenting Sponsor at Fall and Spring 5K with opportunities for:

- Banner/logo displayed at the start/finish line
- Brief speaking and verbal recognition from event stage
- Volunteers to hand out 5K finisher medals
- Video/written message shared on social media
- Host a table or booth; provide swag item
- 8 complimentary 5K entries each season

Logo prominently featured on:

- 5K runner bibs
- Back of 5K shirts for fall and spring
- Mile makers along course route
- 5K Materials– Posters, emails, and event signage

GIRL POWER SPONSOR – \$5,000

Support an entire team of girls for a year. Your support will help cover financial assistance, sneakers if needed, snacks, program t-shirts, and curriculum materials.

Year-long Benefits

- Sponsor Spotlight and recognition on social media, in e-newsletter and media releases
- Logo on back of 2,000 program shirts, distributed to girls and coaches (fall & spring)
- Opportunity for company ambassadors to visit a GOTR practice at a partner school (if interested)

Sneaker Soirée

- 4 complimentary event tickets

5K Benefits

Sponsor of Fall & Spring 5K with opportunities for:

- Brand Fun Zone activity station (Happy Hair, Bling Your Bib, Face Painting, Photo Booth, etc.) or water stop
- Verbal recognition from event stage
- Video/written message shared on social media
- Host sponsor table; provide swag item
- 6 complimentary 5K entries each season

Logo prominently featured on:

- Back of 5K shirts for fall and spring
- Cheer sign along course route



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

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

SPONSORSHIP BENEFITS

LIMITLESS POTENTIAL SPONSOR – \$2,500

Support a team of girls for a season, including financial assistance, sneakers if needed, snacks, program t-shirts, and curriculum materials.

Year-long Benefits

- Recognition on social media and in newsletters throughout the year
- Company Name on back of 2,000 program shirts distributed to girls and coaches (fall & spring)

Sneaker Soirée

- 2 complimentary event tickets

5K Benefits

Sponsor of Fall & Spring 5K with opportunities for:

- Brand Fun Zone activity station (Happy Hair, Bling Your Bib, Face Painting, Photo Booth, etc.) or water stop
- Verbal recognition from event stage
- Host sponsor table; provide swag item
- 4 complimentary 5K entries each season

Company name/logo featured on:

- Back of 5K shirts for fall and spring
- Cheer sign along course route

ENERGY AWARD SPONSOR – \$1,000

Sponsor one of our coach trainings and provide curriculum materials

Year-long Benefits

- Recognition on social media and in newsletters throughout the year
- Company Name on back of 2,000 program shirts distributed to girls and coaches (fall & spring)

Sneaker Soirée

- 2 complimentary event tickets

5K Benefits

Sponsor of Fall & Spring 5K with opportunities for:

- Host a water stop or cheer station
- 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
- Cheer sign along course route

STAR POWER SPONSOR – \$500 (Single season)

Provides program t-shirts, sneakers, and snacks for a team.

Year-long Benefits

- Recognition on social media and in newsletters throughout the year
- Company Name on back of 2,000 program shirts distributed to girls and coaches (one season)

5K Benefits

Sponsor at Fall or Spring 5K with opportunities for:

- Host sponsor table; provide swag item
- Company name on back of 5K shirts for fall or spring season
- Company name on event signage

Sponsorship Opportunities

2025



Girls on the Run®
Western MA

Thursday, October 9, 2025
5:30 – 8:00 PM
Springfield Country Club



Join us for an unforgettable evening celebrating confidence, connection, and community while making a lasting impact on the next generation!

\$5,000

- Prominent placement of logo on event materials, including invites, event and auction website, event signage, and ad in event program
- Speaking opportunity at the Soiree
- Recognition as the Presenting Sponsor in our newsletter, on GOTR social media platforms, and in media release.
- Spotlight article in newsletter highlighting your organization
- Table for 10 guests with tabletop signage
- Logo on GOTRWMA program t-shirt for the year and recognition at the 5K events

\$2,500

- Logo on event materials, including the event and auction website, event signage, and ad in event program
- Verbal recognition at the event
- Recognition as a sponsor in our newsletter, on GOTR social media platforms, and in media release.
- 6 Soirée tickets and tabletop signage
- Name on GOTR WMA program t-shirt for the year

\$1,000

- Logo on event materials, including the event and auction website and event signage
- Verbal recognition at the event
- Recognition as a sponsor in our newsletter and GOTR social media platforms
- 4 Soirée tickets and tabletop signage
- Name on GOTR WMA program t-shirt for one season

\$500

- Company name on event materials, including event and auction website and signage
- Verbal recognition at the event
- Recognition as a sponsor in our newsletter and GOTR social media platforms
- 2 Soiree tickets and table-top signage



READY TO EMPOWER?



Every girl deserves the chance to cross the finish line.

YES! I want to support the mission of inspiring girls to be joyful, healthy and confident!

Your Name: _____

Company Name: _____

Street Address: _____ City: _____

State: _____ Zip Code: _____ Phone Number: _____

Email Address: _____

Your tax-deductible contribution to Girls on the Run Western MA is very much appreciated. All proceeds help to provide life-changing experiences for girls in our local communities.

Please select a sponsorship level:

Program & 5K Sponsorships

Presenting Sponsor (\$10,000)	<input type="checkbox"/>
Girl Power Sponsor (\$5,000)	<input type="checkbox"/>
Limitless Potential Sponsor (\$2,500)	<input type="checkbox"/>
Energy Award Sponsor (\$1,000)	<input type="checkbox"/>
Star Power Sponsor (\$500)	<input type="checkbox"/>

Sneaker Soirée

Inspiration Sponsor (\$5,000)	<input type="checkbox"/>
Confidence Sponsor (\$2,500)	<input type="checkbox"/>
Motivation Sponsor (\$1,000)	<input type="checkbox"/>
Strength Sponsor (\$500)	<input type="checkbox"/>



Send us your logo

Your sponsor benefits include logo recognition. Please email your logo to lisa.queenin@girlsontherun.org to ensure proper recognition of your generous support.

Sponsorship pledges can be paid online at www.girlsontherunwesternma.org or by check payable to Girls on the Run Western MA and mailed to Girls on the Run WMA, 16 Center St. Suite 318, Northampton, MA 01060.



For questions about sponsorship opportunities or other ways you or your business can work with Girls on the Run, contact Development Manager Lisa Queenin at (781) 690-3939 or lisa.queenin@girlsontherun.org.

