

# Girls on the Run of Central Maryland



Sponsorship  
Opportunities

2016/2017





“Girls on the Run is not all about running. It is about becoming a team.”

- Coach Erin

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

We envision a world where every girl knows and activates her limitless potential and is free to boldly pursue her dreams.

## What We Do

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-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

Girls face social pressures and conflicting messages about how they should act and who they should be. Studies show that by adolescence, girls' confidence drops about twice as much as boys'. Friendships become more complicated and challenging, girls' perception of their academic success declines, the likelihood of anxiety and depression increases and participation in physical activity plummets.

**It doesn't have to be this way.**

We believe that every girl is inherently full of power and potential. By knowing they are the leaders of their lives, these are the girls who will change the world.



Girls on the Run of Central Maryland has over 65 sites in Carroll and Howard counties. In 2015, we served over 2,200 girls and hosted two celebratory 5k events.

With the help of generous sponsors and donors, we were able to provide financial assistance to 20% of our program participants who otherwise may not have been able to participate in Girls on the Run.

# Sponsor Recognition

Sponsors are recognized at TWO 5k events!

	Olympian \$20,000	Ultra-Marathoner \$10,000	Marathoner \$5,000	Half-Marathoner \$3,000	Sprinter \$2,000
Sponsor logo on program t-shirt and water bottle	★				
Listed as presenting sponsor on 5k t-shirt	★	★			
Company-sponsored banner may be placed along 5k route	★	★	★		
Branding on 5k emails/printed materials	★	★	★	★	
Visibility on GOTR of Central MD web site and social media pages	★	★	★	★	★
10' x 10' booth space at 5k	★	★	★	★	★
Verbal recognition at 5k	★	★	★	★	★
Complimentary 5k registrations	15	10	5	3	2
5k Virtual Goody Bag presence	★	★	★	★	★
Company-Sponsored Mile Marker	Exclusive/ choice	+ \$250	+ \$250	+ \$250	+ \$250
Opportunity for employees to volunteer at 5k in your company-branded apparel	★	★	★	★	★
Sponsor logo on 5k t-shirt	★	★	★	★	★

Certain sponsorships are subject to deadline dates for inclusion on printed materials. Contact us for details. Additional sponsorship opportunities are available. We would be happy to work with your organization to design a custom sponsorship package that works for YOU. Contact [jessamine.duvall@girlsontherun.org](mailto:jessamine.duvall@girlsontherun.org) to discuss the possibilities – they are limitless!

“Running the 5K is a lot like following your dreams. When you run, you set a pace and press on. When pursuing your dreams...you must accomplish goals along the way to reach your dreams. Never give up.”

–Shaylee, 5<sup>th</sup> grade GOTR Girl



# Invest in a Girl Change the World

- ☐ I would like to empower girls in our community by supporting Girls on the Run Central Maryland as a sponsor.

☐ Olympian - \$20,000

☐ Half-Marathoner - \$3,000

☐ Ultra-Marathoner - \$10,000

☐ Sprinter - \$2,000

☐ Marathoner - \$5,000

- ☐ I would like to empower girls in our community through a donation of \$\_\_\_\_\_ to Girls on the Run of Central Maryland.

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## Payment Method

- ☐ My **CHECK** is made payable to Girls on the Run Central Maryland

- ☐ Please bill my **CREDIT CARD**

(circle one) **Visa** **Mastercard** **Discover** **American Express**

Account Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Signature: \_\_\_\_\_ CVV Code: \_\_\_\_\_

Printed Name on Card: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

## Please complete this form and return to:

Mia Greene, Development Manager

Via **email**: [mia.greene@girlsontherun.org](mailto:mia.greene@girlsontherun.org)

By **mail**: 9150 Rumsey Rd, Suite A7, Columbia, MD 21045



# Additional Opportunities

## Employee Engagement Opportunities:

- **Volunteer at the 5k:** Invite employees to serve as course marshals or on-site volunteers, and suggest they wear branded apparel.
- **Matching Gifts:** Offer matching gifts to employees who donate to our organization.
- **Dress-Down Days:** Raise money for GOTR by hosting a dress down day for charity at your office.
- **Become a SoleMate:** SoleMates are men and women who enjoy pursuing individual fitness goals while raising money for our girls! Register or start a company team at [www.gotrcentralmd.org/get-involved/solemates](http://www.gotrcentralmd.org/get-involved/solemates).
- **Coach a Team:** Coaches are the heart of our program! Lead and assistant coaches are needed at teams across Carroll and Howard counties. Training is provided.
- **Customized Opportunities:** We can work with you to design a special group service opportunity or sponsorship package.

**Fundraising Partnerships:** Restaurants and retail establishments can support Girls on the Run through partner fundraising events that donate a percentage of sales within a certain time frame back to GOTR. *\*A limited number of events are scheduled per season.*

**Event and In-Kind Sponsorships:** Companies can provide event space, in-kind donations, or direct funding for GOTR events. These include coach training sessions, fundraising galas, our celebratory 5k events, and more!

**Discount and Sampling Opportunities:** Businesses can offer a discount or coupons to promote business and drive traffic. Offers can be sent to our participants' families, coaches, and other volunteers via email or social media. *\*This opportunity can only be combined with sponsorship.*



## Contact Us

### Girls on the Run of Central Maryland

[gotrcentralmd.org](http://gotrcentralmd.org)  
443-583-7740

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