

OUR MARKETING REACH



A recent survey found that many girls are struggling. They are experiencing high rates of depression and low self-esteem. They do not believe in themselves. Girls on the Run Central Maryland provides programs that have been proven to help girls feel healthy, happy and ready to achieve their goals!

More than 20,000 people visit our website each year.

Sponsors are included on multiple program & 5k pages with a logo and a hyperlink to your site.



Independent studies of our programs show:

97%

of girls learned critical life skills including resolving conflict, helping others & making intentional decisions.

40%

increase in physical activity among girls who were the least active at the program's start.

97%

of participants agree they can be themselves at Girls on the Run.

Our social media channels connect sponsors to more than 5,000+ people.

- Facebook (3,600+)
- Instagram (1,400+)
- LinkedIn (275+)

Almost 10,000 people who support our programs receive our newsletter where we spotlight our sponsors multiple times each season!



Our THREE season-ending 5k celebrations are held in the Fall & Spring.

This allows our sponsors to reach more than 5,000 participants, 2,500 spectators and 1,200 volunteers each year!

As a partner with Girls on the Run Central Maryland, you will:

- Showcase your commitment to health and wellness in our community.
- Gain exposure through our website, social channels & marketing materials.
- Demonstrate you are a company that cares - driving sales, loyalty & new customers.
- Create meaningful employee engagement opportunities.
- Help make a transformative impact on the lives of girls and their families!

www.gotrcentralmd.org



We are part of an international movement working to empower girls since 1996! Contact Susan Gartner to learn how to become a sponsor TODAY at 443-583-7740 or susan.gartner@gotrcentral.org.



SPONSORSHIP OPPORTUNITIES

Certain sponsor benefits require company-provided materials or have deadlines.

IMPACT	SPONSOR BENEFITS	LEVEL
<p>Fund Our 5k Celebrations to Help Girls Set & Achieve Their Goals</p>	<ul style="list-style-type: none"> • Company Name & Logo on <u>ALL</u> 5k Promo Materials - "Your Company Presents the Girls on the Run 5k" • Logo on program & 5K Shirts for 2 seasons (7500+) • Industry Exclusivity • Logo on a course Mile marker • 8 shout-outs on our social media pages (8,000+) • 5 complimentary 5K registrations • All Sponsor Benefits from Shining Star to Limitless, including tees & water bottle logo. 	<p>PRESENTING \$25,000</p> 
<p>Fully Fund 5 Girls on the Run or Heart & Sole Teams in our Local Community</p>	<ul style="list-style-type: none"> • Logo on program & 5K Shirts for two seasons (7500+) • Company logo on the water bottles used by ALL girls over two seasons (2,000+) • Logo on the course near the finish line and in ALL e-news blasts (10,000) • 6 shout-outs on our social media pages (8,000+) • 3 complimentary 5K registrations • All Sponsor Benefits from Shining Star to Open-Hearted 	<p>LIMITLESS \$10,000</p> 
<p>Provide Full Financial Assistance for 30 Girls in our Local Community</p>	<ul style="list-style-type: none"> • Opportunity to provide a short video for council social media • 4 shout-outs on our social media pages (8,000+) • 2 complimentary 5K registrations • All Sponsor Benefits from Shining Star to Joyful 	<p>OPEN-HEARTED \$5,000</p> 
<p>Provide Program Curricula & Support Training for 100+ Coaches</p>	<ul style="list-style-type: none"> • Company logo on 5K Shirts for two seasons (5500+) • Company logo in 5K e-news blast • 2 shout-outs on our social media pages (8,000+) • 1 complimentary 5K registration • All Sponsor Benefits from Shining Star to Joyful. 	<p>JOYFUL \$2,000</p> 
<p>Provide a Season of Healthy Snacks for Local Girls</p>	<ul style="list-style-type: none"> • Space in Celebration Village at ALL events • Promotional item/coupon in virtual 5K goody bags • Verbal shout-out at 5K events • Company logo on website & on 5K web page 	<p>SHINING STAR \$750</p> 

Contact Susan at 443-583-7740 or susan.gartner@gotcentralmd.org

www.GOTRcentralMD.org/partner