

OUR MARKETING REACH



CENTRAL MARYLAND

WEBSITE PRESENCE

- All program and 5K registration pages are hosted on www.gotrcentralmd.org (over 20,000 website visits per year)
- Sponsor logo featured on our website with hyperlink

SOCIAL MEDIA/E-NEWS

- #GOTRCENMD5K
- Large e-newsletter reach (9,000+)
- Girls on the Run of Central MD has a social media following of 4,500+
 - Facebook (3,200+)
 - Twitter (765+)
 - Instagram (1,140+)
 - LinkedIn (200+)
 - Pinterest (120+)



5K EXPOSURE

Season-ending 5Ks are held in Fall (early December) and Spring (early June).
Every year, our sponsors reach:

- 5,000+ 5K Participants
- 2,500+ 5K Spectators
- 1,200+ Volunteers



Independent Studies Show:



97%

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



97%

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



40%

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

443-583-7740

gotrcentralmd.org

Jessamine Duvall

Executive Director



INVEST IN HER POWER AND POTENTIAL

When you partner with Girls on the Run, you:

- Showcase commitment to strengthening health and wellness in our community.
- Gain exposure through our website, social channels and marketing materials.
- Receive access to collaborative, customized and mutually beneficial partnership activations.
- Demonstrate that you are a company that cares - driving sales, customer loyalty and new customer acquisition.
- Create meaningful employee engagement opportunities.
- Have the opportunity to make a transformative impact on the lives of girls and their families!



AN INTERNATIONAL MOVEMENT

OVER 2 MILLION GIRLS TRANSFORMED IN NORTH AMERICA SINCE 1996.








CENTRAL MARYLAND

SPONSORSHIP OPPORTUNITIES



Certain sponsor benefits require company-provided materials and/or have strict deadline dates. Contact us for details.

Impact of Contribution	Personal Benefits to thank you for your contribution	LEVEL
<i>Fully Fund 4 Girls on the Run or Heart & Sole Teams in our Local Community</i>	<ul style="list-style-type: none"> Company logo on program & 5K Shirts for the year (7500+) Logo on a course Mile marker Company logo in ALL e-news blasts & on 5K web page Five complimentary 5K registrations Industry Exclusivity Shout out on our social media pages (4500+ followers) All Confident Sponsor Benefits 	LIMITLESS \$10,000 
<i>Provide Full Financial Assistance for 45 Girls</i>	<ul style="list-style-type: none"> Logo on a course Mile marker Company logo in ALL e-news blasts & on 5K web page Three complimentary 5K registrations Industry Exclusivity All Confident Sponsor Benefits 	EMPOWERED \$7,500 
<i>Provide Full Financial Assistance for 30 Girls</i>	<ul style="list-style-type: none"> Company logo in 5K e-news blast & on 5K web page Shout out on our social media pages (4500+ followers) Two complimentary 5K registrations All Confident Sponsor Benefits 	OPEN-HEARTED \$5,500 
<i>Provide Program Curricula for 116 Coaches</i>	<ul style="list-style-type: none"> Shout out on our social media pages (4500+ followers) One complimentary 5K registration All Confident Sponsor Benefits 	JOYFUL \$2,500 
<i>Provide a Season of Healthy Snacks for 150 Girls</i>	<ul style="list-style-type: none"> Company logo on 5K Shirts for the year (5500+) Company logo yard sign in Spirit Alley Promotional item or coupon placement in 5K goody bags/virtual goody bag Space in Celebration Village at all 5K events Verbal shout-out at 5K events Company logo included on GOTR website 	CONFIDENT \$1,500 
<i>Provide CPR Training for 20 Coaches</i>	<ul style="list-style-type: none"> Item or coupon placement in 5K virtual goody bag Space in Celebration Village at all 5K events (1 season) Verbal shout-out at 5K events (1 season) Company logo included on GOTR website 	SHINING STAR \$500 