

# Girls on the Run Saginaw Bay



2018 Sponsorship  
Opportunities



“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 3<sup>rd</sup> through 8<sup>th</sup> 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

Studies show that 3<sup>rd</sup> through 8<sup>th</sup> grade is a critical period of time for girls. Their self-confidence begins to drop by age nine and 50% of girls ages 10 to 13 years old experience bullying.

A recent independent study found that the Girls on the Run intentional life skills 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.

At an age when girls are constantly trying to measure up to ideas of who they should be when they're still discovering who they are, Girls on the Run shows them that their potential isn't just enormous, it's beyond measure.



Girls on the Run Saginaw Bay has **25 sites** in Saginaw, Bay, Arenac & Tuscola Counties. In 2017, we served **over 300 girls** and hosted **our celebratory 5K event**. With the help of generous sponsors and donors, we were able to provide financial assistance to 49% of our program participants who otherwise may not have been able to participate in Girls on the Run.

# Girls on the Run 5k Presented By Burt Watson Chevrolet

## Sponsorship Levels

### Exclusive Presenting Sponsor - \$5,000 – only 1 available!

- Category Exclusivity
- Logo inclusion on:
  - Back of 400 program shirts
  - Front of 300 5K shirts
  - 300 5K Lanyards
  - Program collateral – brochure, flyers, and signage
  - Council website and 5K registration webpage with link to company website
- Mention in all promotional materials (including radio, print, digital, on social media (Facebook, Instagram), and on media releases
- Official Presenting Sponsor with the opportunity to:
  - Pass out 5K merchandise to participants
  - Host a table/booth
  - Provide a start line and finish line banner
  - Receive verbal recognition from event stage
  - Provide an item or offer in the 5K race bag
  - Receive 10 complimentary 5K entries



### Girl Power Sponsor - \$3,000

- Logo inclusion on:
  - Back of 300 5K shirts
  - 5K collateral, including finish line banner
  - Council website and 5K registration webpage with link to company website
- Mention in all promotional materials (including radio, print, digital, on social media (Facebook, Instagram), and on media releases
- Recognition at the 5K with the opportunity to:
  - Host a table/booth
  - Receive verbal recognition from event stage
  - Provide an item or offer in the 5K race bag
  - Receive 8 complimentary 5K entries

# Girls on the Run 5k Presented By Burt Watson Chevrolet

## Sponsorship Levels

### Limitless Potential Sponsor - \$1,500

- Logo inclusion on:
  - Back of 300 5K shirts
  - 5K collateral including event signage
  - Council website and 5K registration webpage with link to company website
- Recognition at the 5K with the opportunity to:
  - Host a table/booth
  - Receive verbal recognition from event stage
  - Provide an item or offer in the 5K race bag
  - Receive 6 complimentary 5K entries



### Energy Award Sponsor - \$1,000

- Company name included on:
  - Back of 300 5K shirts
  - 5K event signage
  - 5K registration webpage with link to company website
- Recognition at the 5K with the opportunity to:
  - Receive verbal recognition from event stage
  - Provide an item or offer in the 5K race bag
  - Receive 4 complimentary 5K entries



“Girls on the Run has helped me understand what it means to be a girl. It was an amazing experience being part of such a spectacular team of girls. I will continue to teach others what I have learned with Girls on the Run and carry it with me for the rest of my life.”

- Malia

### Star Power Sponsor - \$500

- Company name included on:
  - Back of 300 5K shirts
  - 5K registration webpage with link to company website
- Recognition at the 5K with the opportunity to:
  - Provide an item or offer in the 5K race bag
  - Receive 2 complimentary 5K entries



# Sponsorship Benefits

	Presenting \$5,000	Girl Power \$3,000	Limitless Potential \$1,500	Energy Award \$1,000	Star Power \$500
<b>Impact of your Investment</b>	Underwrites 3 scholarship sites serving 37 girls total	Underwrites 2 scholarship sites serving 22 girls total	Provides scholarships for 11 girls to participate	Provides scholarships for 8 girls to participate	Provides healthy snacks to 3 teams
Exclusive 5K presenting sponsor; top billing on 5K advertising and materials	★				
Pass out 5K medals to participants	★				
Logo on 5K lanyards	★				
Mention in all promotional materials	★	★			
Table/booth at 5K	★	★			
Banner at 5K	Start & Finish	Finish	Start		
Verbal recognition at 5K	★	★	★	★	
Recognition on 5K signage	Prominent Logo	Logo	Logo	Name	
Presence on 5K t-shirt	Prominent Logo Front of Shirt	Prominent Logo Back of Shirt	Logo Back of Shirt	Name Back of Shirt	Name Back of Shirt
Link on 5K registration page	Prominent Logo	Logo	Logo	Name	Name
Item in 5K event bag	★	★	★	★	★
Complimentary 5K entries	10	8	6	4	2

“Girls on the Run helped our daughter to **grow** and to speak up in a crowd. We have seen a change in her and we are so **proud** of her. We can’t wait to see her finish the 5K with her friends who helped her and she helped them in their own special way.” – GOTR Parent



# Invest in a Girl Change the World

- I would like to support Girls on the Run Saginaw Bay as a **sponsor**.
- Presenting - \$5,000
  - Girl Power- \$3,000
  - Limitless- \$1,500
  - Energy Award - \$1,000
  - Star Power- \$500

- I would like to support Girls on the Run Saginaw Bay as a 5k station **sponsor**.  
*Includes opportunity for company banner to be displayed at station & employee volunteer engagement*
- Happy Hair Station - \$300
  - Mile Marker- \$300
  - Water Stop - \$300
  - Finish Line Refreshments - \$300

- I would like to make a **one-time gift** to Girls on the Run Saginaw Bay and receive recognition at the event
- \$150 sponsors snacks for one team for one season
  - \$135 provides a scholarship for one girl to participate for one season
  - \$100 sponsors t-shirts and medals for a team of girls

## Payment Method

- My **CHECK** is made payable to Girls on the Run Saginaw Bay
- 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:

Jennifer Naegele, Council Director

You may submit the form via **email**: [jennifer.naegele@girlsontherun.org](mailto:jennifer.naegele@girlsontherun.org)

Or **mail**: 5647 State Street, Suite A

Saginaw, MI 48603

[www.gotrsaginawbay.org](http://www.gotrsaginawbay.org)

# Additional Opportunities

## Employee Engagement Opportunities:

- **Motivate Girls at the 5K:** Host a cheer team or water station at a 5K
- **Coach a Team:** Coaches are the heart of our program! Head and assistant coaches are needed at teams across the Saginaw Bay area. Training is provided.
- **Become a SoleMate:** SoleMates are men and women who enjoy pursuing individual goals, such as completing an endurance event, while raising money for GOTR Saginaw Bay. Register today at <http://www.gotrsaginawbay.org/get-involved/solemates>.
- **Customized Group Opportunities:** We can work with you to design a special group service day.

**Company Matching:** Companies often will match employee's donations to GOTR or donate money for employee volunteer time with GOTR.

**Board Positions:** Individuals wanting to share their leadership, time and talents with Girls on the Run can apply for positions on our Advisory Board. Application period for 2018 is open.

## Discount and Sampling Opportunities:

Businesses can offer a corporate 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.*



## Learn More

Girls on the Run  
Saginaw Bay  
[gotrsaginawbay.org](http://gotrsaginawbay.org)

989-399-0007 ext. 104

**Council Director**  
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