Sponsorship Opportunities

Invest in a Girl…Change the World
At Girls on the Run, we inspire girls to be joyful, healthy and confident using a fun, experience-based curriculum which creatively integrates running.

It all started 15 years ago …

In March 2007, a group of dedicated volunteers brought Girls on the Run to Glenshire Elementary School in Truckee. Later that year, Council Director Jennifer Bossin and the founding board of directors established Girls on the Run - Sierras as an independent, nonprofit organization. Over the next four years the program expanded throughout the Lake Tahoe region and began serving the communities of North Lake Tahoe, Incline Village, and South Lake Tahoe. In 2012, after numerous requests from teachers, parents and the running community, Girls on the Run - Sierras expanded to Northern Nevada and began offering programs throughout Washoe County School District. Girls on the Run - Sierras has inspired over 5,000 girls in the Reno-Tahoe community and serves approximately 700 girls annually.

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 girls will change the world.

Girls on the Run Program

Girls on the Run is a 10-week program that meets twice a week, after school, for 90 minutes each session. Lessons are led by a team of Nationally Trained Coaches.

Spring season is from April – June
Fall season is from September – November

Sponsorship available in packet

GOTR Program {Spring/Fall}
5K {Spring & Fall}
Camp GOTR
Coach Sponsorship

Limitless Potential Breakfast
Mini Golf
LUNAFest – Movie Night Out
Program Sponsorships

GOTR Program Presenting Sponsor - $5,000 (3 available)
Enjoy recognition and the opportunity to promote your company throughout the 2023 Spring and Fall season as well as at the Spring and Fall 5K Celebrations.

- Industry exclusivity
- Premier logo placement on all Spring and Fall girl program shirts
- Premier logo placement on all Spring and Fall 5K race bibs
- Logo with link on “Our Partners” webpage for the year
- Logo in email newsletter all year
- Minimum of five social media posts per year
- Inclusion in all Spring and Fall 5K media (to include but not limited to press releases and 5K email newsletter)

Star Power Sponsor - $1,200 (unlimited)

- Logo on back of all Spring and Fall girl program shirts
- Logo with link on “Our Partners” webpage
- Logo in email newsletter all year
- One social media post per year

GOTR Coach Sponsor - $600 (5 available)
Girls on the Run Sierras is able to have significant impact because of the hundreds of volunteers who give of their time and talents to be a GOTR coach. Our volunteer coaches are teachers, parents, and prominent members of our community. They are the backbone of our program and we could not do what we do without them!

- Small logo on all Spring and Fall shirts
- Opportunity to attend GOTR coach trainings and the coach appreciation event to provide 5 minutes of remarks
- Company materials at GOTR coach trainings and coach appreciation
- Recognition on “Coach Registration” webpage for entire year

Energizer Sponsor - $550 (unlimited)

- Name on back of all Spring and Fall girl program shirts

**Sponsorship can be customized.

We are inspiring girls to recognize their inner strength and celebrate what makes them one-of-a-kind!
Breakfast Sponsorships

**STAR {Title} Sponsor - $2,500** (2 available)
Enjoy recognition and the opportunity to promote your company at the Limitless Potential Breakfast.
- Industry exclusivity
- Complimentary table of 8 at event
- Opportunity to place materials at each seat at event
- Logo inclusion in all event media (to include but not limited to press releases, email newsletters, social media posts related to event)
- Logo on table tents for all tables
- Logo on photos from event (like photo below)
  - All photos taken will be posted on Girls on the Run Sierras social sites after the event
- Verbal recognition at event

**Healthy Breakfast Sponsor - $1,200** (3 available)
At the Limitless Potential Breakfast, we kick start the day with a healthy meal.
- Industry exclusivity
- Four (4) complimentary tickets to event per sponsor
- Company logo on signs located on breakfast buffet
- Opportunity to place materials at each seat at event
- Logo inclusion in post event media (to include but not limited to email newsletters, social media posts related to event)
- Verbal recognition at event

**Smile Sponsor - $750** (4 available)
- Two (2) complimentary tickets to event
- Logo on photos from event (like photo below)
  - All photos taken will be posted on Girls on the Run Sierras social sites after the event
- Verbal recognition at event

**Joyful Sponsor - $300** (5 available)
As a way to thank our volunteers, this sponsorship will provide a GOTR coach or superstar volunteer with a complementary ticket to attend the event.
- One (1) complimentary ticket for sponsor and one (1) complementary ticket for a GOTR coach or superstar volunteer
- Verbal recognition at event

**Table Sponsor - $495**
- Table of 8 at event

*At the Limitless Potential Breakfast, we kick start the day with a healthy meal, share what is new at Girls on the Run, have a featured speaker as well as recognize and celebrate the Coach, Volunteer and Partner of the Year*
5K Sponsorships

Girl Village - $3,000 both seasons (1 available)
Girl Village is the area where all girls, coaches, running buddies, family and supporters gather before the celebratory 5K. In total, Girl Village is the gathering place for nearly one thousand people on 5K day. Face painting, funny hair, sign making station, thank-a-coach card station and registration happens in this area.

- Company name used when Girl Village mentioned example: Girl Village presented by COMPANY NAME
- Up to (2) 10’x10’ booth spaces at Spring and/or Fall 5K
- Logo with link on 5K webpage
- Premier logo placement on all 5K race collateral
- Two social media posts {1 post per season}
- Inclusion in Spring and Fall 5K media releases and 5K email newsletters
- Premier placement of company logo on Spring and Fall race bibs
- Logo on photos from event (like photo below)
  - Opportunity to be at finish line
  - Verbal recognition at event
  - Six complimentary Spring and Fall 5K race entries

Photo Sponsor - $750 (4 available)
- Logo on photos from event (like photo below)
  - Opportunity to have company volunteers at photo booth with materials

Mile Marker Sponsor - $250 (3 available)
- 10’x10’ booth space at Spring and Fall 5K
- Mile Marker sign with sponsor logo and an encouraging statement
- Opportunity to have company volunteers at mile markers

Celebration 5Ks are fundraisers for Girls on the Run and 100% of the proceeds go directly to support program needs and scholarships.

**Sponsorship can be customized.
Mini Golf Sponsorships

FORE {Title} Sponsor - $1,500 (1 available)
This event is a fun and active way we engage our Girls on the Run girls, families and supporters!

- Display table for materials at check in area
- Opportunity to hand out materials at event
- Logo inclusion in all event media (to include but not limited to press releases, email newsletters, social media posts related to event)
- Logo on photos from event (like photo below)
  - All photos taken will be posted on Girls on the Run Sierras social sites after the event
- Two-hole signs with logo or saying
  - One sign to be displayed on each course
  - Sponsor to provide logo or saying to GOTR
- Ten complimentary passes for mini golf

Say Cheese {Photo} Sponsor - $450 (3 available)

- Logo on photos from event (like photo below)
  - All photos taken will be posted on Girls on the Run Sierras social sites after the event
- Opportunity to have company volunteers at photo area at event
- Four complimentary passes for mini golf
- One complimentary hole sign with logo or saying
  - Sponsor to provide logo or saying to GOTR

GOTR Family Sponsor - $300 (unlimited)
This sponsorship will provide complimentary mini golf passes to the families of GOTR girls so everyone can attend the event for free.

- One complimentary hole sign with logo or saying
  - Sponsor to provide logo or saying to GOTR

Hole Sponsor - One hole for $60 or two for $100 (unlimited)

- Logo or saying on hole sign
  - Sponsor to provide logo or saying to GOTR

**Mini Golf at Wild Island will be held on Saturday, May 13, 2023! All GOTR program girls, coaches, guardians and supporters are invited to a fun day outside!**

**Sponsorship can be customized.**
Camp GOTR

Summer of 2022 was the first Camp GOTR in our area! This full day, week long camp provided local girls with GOTR character building activities and lessons in the morning and STEM/Robotics lesson in the afternoon.

Camp GOTR 2023 will take place the end of July in Reno and in early August in Carson City.

**Empower (Presenting) Sponsor - $2,500 (3 available)**
- Name and/or logo on CAMP GOTR marketing materials (to include but not limited to press releases, email newsletters, social media posts related to Camp)
- Name mentioned in Camp daily emails to guardians/parents
- Industry exclusivity

**Day at Camp Sponsor - $750 (5 available)**
This sponsorship will provide materials for the daily activities, lunch for any girl who needs it and Camp Coach support – you sponsor a day of the week!
- Name mentioned in Camp daily emails to all guardians/parents and coaches
- Name mentioned in social media posts (during or after camp)

**Camp Supply Sponsor - $240 (20 available)**
This sponsorship will provide Camp coaches with all the items the coaches and girls need for the week for Camp (tape, markers, stickers, spray bottles, Camp journals girls get to keep, etc.)
LUNAFest

LUNAFest features a series of short films by and about women. LUNA Bar is the supporting entity of the film series. Excepted attendance at 100 guests.

LUNAFest 2023 will take place in Tahoe City in March at the Art Haus.

Presenting Sponsor - $750 (2 available)

- Name and/or logo on LUNAFest marketing materials (to include but not limited to press releases, email newsletters, social media posts related to LUNAFest)
- Verbal recognition at event
- Opportunity to hand out materials at event
- 4 complimentary tickets

Coach Sponsorship

GOTR Coach Sponsor - $600 (5 available)

Girls on the Run Sierras is able to have significant impact because of the hundreds of volunteers who give of their time and talents to be a GOTR coach. Our volunteer coaches are teachers, parents, and prominent members of our community. They are the backbone of our program and we could not do what we do without them!

- Small logo on all Spring and Fall shirts
- Opportunity to attend GOTR coach trainings and the coach appreciation event to provide 5 minutes of remarks
- Company materials at GOTR coach trainings and coach appreciation
- Recognition on "Coach Registration" webpage for entire year
Other ways to give …

Learn a Girls on the Run Lesson
Interested in knowing what types of lessons the Girls on the Run girls learn? Looking for a fun and interactive activity for your next company meeting? Great news, Girls on the Run staff can bring a lesson to you! To learn more, please contact Joy.

Customize your Sponsorship
Would you like to support in multiple areas and customize your sponsorship? To discuss, contact Joy.

Sponsor a TEAM!
There are many schools in our area where the girls cannot afford to participate in the program due to funding. By sponsoring a team, you will provide up to 15 girls with scholarships for the program. Please contact Joy for details.

Employee Volunteering/Become a Coach
Experience the joy of the Girls on the Run 5K by engaging your employees in a variety of volunteer roles at our 5K events! Volunteers are also needed on our GOTR committees or become a GOTR Coach! To learn more email: GOTRSierras@gmail.com.

Host a Supply or Shoe drive for us!
Each year our program uses hundreds of markers, jelly bracelets, folders, paperclips and more. We also provide shoes to any girl who needs a proper pair of athletic shoes. This is a great way to get your community involved to support us! We provide all the marketing materials and will work with you to tailor the experience to your customers/supporters. Contact Joy to set up!

In-Kind Donations
Girls on the Run Sierras has an Amazon Wishlist of items needed to support the girls during their program season. All items purchased from Amazon will ship directly to our office. Check it out! Have you signed up for Amazon Smiles? Amazon encourages you to select your favorite nonprofit to give back to. Every time you shop, we get a percentage of your purchase. This is a super easy way to support our mission.

Donate a gift card
Each year, in April, we host a gift card raffle where local business donate gift cards with a minimum value of $15 to Girls on the Run and any donor who makes a donation of at least $15 in April will receive a gift card!

Joy Heuer, Executive Director - joy.heuer@girlsontherun.org - 775-298-0280
Commitment Form

Yes! We would like to support at the below level:

**PROGRAM SPONSOR**
- Presenting Sponsor @ $5,000
- Star Power Sponsor @ $1,200
- GOTR Coach Sponsors @ $500
- Energizer Sponsor @ $550

**MINI GOLF SPONSOR**
- FORE (Title) Sponsor @ $1,500
- Say Cheese (Photo) Sponsor @ $500
- GOTR Family Sponsor @ 300
- Hole Sponsor @ $60 or $100

**BREAKFAST SPONSOR**
- STAR (Title) Sponsor @ $2,500
- Healthy Breakfast Sponsor @ $1,200
- Smile Sponsor @ $750
- Joyful Sponsor @ $300
- Table @ $495

**CAMP GOTR**
- Empower Sponsor @ $2,500
- Day at Camp Sponsor @ $750
- Camp Supply Sponsor @ $240

**5K SPONSOR**
- Girl Village Sponsor @ $3,000
- Photo Sponsor @ $750
- Mile Marker Sponsor @ $250

**LUNAFEST SPONSOR**
- Presenting Sponsor @ $750

**COACH SPONSOR**
- Presenting Sponsor @ $600

Business Name: ________________________________________________________________

Primary Contact: _______________________________________________________________

Email: ___________________________________________ Phone: _______________________

Mailing Address: __________________________________________________________________________

City: ___________________ State: _______ Zip Code: ______________

**Payment Method**

☐ My CHECK is enclosed (make payable to Girls on the Run-Sierras)

☐ Please bill my CREDIT CARD (small processing fees will be applied)
  (circle one) Visa  MasterCard  Discover  American Express

Card Number: ___________________________ Exp. Date: _________

Signature: ________________________________ CVV: __________

Printed Name on Card: ____________________________

Billing Address: ____________________________________________

City: __________________________ State: _______ Billing Zip: ______________

Please complete this form and return to:
Joy Heuer, Executive Director
email: joy.heuer@girlsontherun.org mail: 100 California Ave #210 Reno, NV 89509