



# Girls on the Run



# of the North State



## 2023 - 24 Sponsorship Opportunities

*Serving Butte, Glenn, Yuba, Sutter, Colusa, Tehama, Shasta, Siskiyou,  
Trinity, Lassen & Plumas counties*

# Girls on the Run is way more than a running program.

*"At Girls on the Run I learned that I am stronger than anyone anticipated." - Allison, Grade 8*

**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** 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 after school program, girls in 3rd - 8th grade develop essential skills to help them navigate the world 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** A combination of complex factors can place young people at high risk for suicide, depression, substance use disorder, poor academic performance, and other severe consequences. Studies show that 3rd - 8th grade is a critical period of time for girls. Their self-confidence plummets by age nine and 50% of girls ages 10 to 13 years old experience bullying. Additionally, according to a study published by the CDC in March, 2023 3 in 5 girls felt persistently sad and hopeless, a marker for depressive symptoms, in 2021.

An independent study of the Girls on the Run programming found that the organization's intentional life skills curriculum, delivered by highly trained coaches, positively impacts girls' lives by helping them increase their self-confidence, develop healthy relationships and feel good about themselves.

In June, 2023 in the U.S. Surgeon General's report about the vital connection between physical activity and mental health, the nation's top health official, U.S. Surgeon General Dr. Vivek Murthy, recognized Girls on the Run as a powerful resource in supporting girls when they need it most!



★ In the 2023-24 school year GOTR is poised to serve **1,000** girls throughout the North State.

★ 65% of our program participants ask for and receive financial assistance each year.

★ It is GOTR's goal to **NEVER** turn a girl away for lack of ability to pay. We want **EVERY** girl who wants to participate to have the opportunity to receive the powerful messages of positivity from Girls on the Run.

**Sponsors make this possible!**

The Finish Line

is just the Beginning



## GOTR NS Levels of Support



**SUPPORTING Sponsor - \$250**

"Friendship"



**CONTRIBUTOR Sponsor - \$900**

"Star Power"



**BRONZE SPONSOR - \$1,800**

"Energy Award"



**SILVER SPONSOR - \$3,600**

"Limitless Potential"



**GOLD SPONSOR - \$5,400**

"Girl Power"



**DIAMOND SPONSOR - \$7,200 (*only 1 available*)**

"Exclusive Presenting Sponsor"

The U.S. Surgeon General recently highlighted the urgent need to address the nation's youth mental health crisis, stating that "the future wellbeing of our country depends on how we support and invest in the next generation."

### ★ **SUPPORTING Sponsor - \$250** **Friendship**

- Provide an item or offer in the GOTR 5K goodie bag (one season only)
- Mention in social media channels (Facebook, Instagram, LinkedIn)
- Receive a GOTR Proud Sponsor Recognition Poster for display

### ★ **CONTRIBUTOR Sponsor - \$900** **Star Power**

- Company/organization logo inclusion on:
  - Back of 1,000 program shirts & 300+ coach shirts
  - Back of 500+ GOTR 5K shirts
- Recognition at the 5K with the opportunity to:
  - Provide an item or offer in the GOTR 5K goodie bag
  - Receive 2 complimentary GOTR 5K entries
- Mention in social media channels (Facebook, Instagram, LinkedIn)
- Recognition at GOTR fundraising events

### ★ **BRONZE SPONSOR - \$1,800** **Energy Award**

- Company/organization logo inclusion on:
  - Back of 1,000 program shirts & 300+ coach shirts
  - Back of 500+ GOTR 5K shirts
  - 5K collateral
  - Council website with link to company website
- Recognition at the GOTR 5K with the opportunity to:
  - Receive verbal recognition
  - Provide an item or offer in the GOTR 5K goodie bag
  - Receive 4 complimentary GOTR 5K entries
- Mention in social media channels (Facebook, Instagram, LinkedIn)
- Recognition at GOTR fundraising events



## ★ SILVER SPONSOR - \$3,600

### Limitless Potential

- Company/organization logo inclusion on:
  - Back of 1,000 program shirts & 300+ coach shirts
  - Back of 500+ GOTR 5K shirts
  - 5K collateral
  - Council website with link to company website
- Recognition at the GOTR 5K with the opportunity to:
  - Receive verbal recognition
  - Provide an item or offer in the GOTR 5K goodie bag
  - Receive 6 complimentary GOTR 5K entries
- Mention in promotional materials - including social media
- Recognition at GOTR fundraising events

## ★ GOLD SPONSOR - \$5,400

### Girl Power

- Company/organization logo inclusion on:
  - Back of 1,000 program shirts and 300+ coach shirts
  - Back of 500+ GOTR 5K shirts
  - Program & GOTR 5K collateral
  - Council website with link to company website
- Mention in promotional materials - including social media
- Recognition at GOTR 5K
  - Receive verbal recognition from event stage
  - Provide an item or offer in the GOTR 5K goodie bag
  - Receive 8 complimentary 5K entries
- Recognition at GOTR fundraising events

## ★ DIAMOND SPONSOR - \$7,200 *(only 1 available!)*

### Exclusive Presenting Sponsor

- Category exclusivity
- Company/organization logo inclusion on:
  - Back of 1,000 program shirts and 300+ coach shirts
  - Front of 500+ GOTR 5K shirts
  - 1,500+ 5K race bibs
  - Program & 5K collateral
  - Council website with link to company website
- Mention in promotional materials - including social media
- Official presenting sponsorship and recognition for GOTR 5K event
  - Receive verbal recognition from event stage
  - Provide an item or offer in the GOTR 5K goodie bag
  - Receive 10 complimentary GOTR 5K entries
- Recognition at GOTR fundraising events

"Girls on the Run taught me never to give up. I made lots of friends.

The coaches built up my confidence by teaching me how to be strong and believe in myself.

The 5K seemed very hard but once I was finished I

felt like I could do anything. Now I'm not afraid to try new things."

~Evelyn

# Girls on the Run of the North State

## Sponsorship Benefits Road Map

	DIAMOND <i>Presenting</i> \$7,200	GOLD <i>Girl Power</i> \$5,400	SILVER <i>Limitless Potential</i> \$3,600	BRONZE <i>Energy Award</i> \$1,800	CONTRIBUTOR <i>Star Power</i> \$900
<b>Impact of your Investment</b>	Underwrites <b>THREE</b> scholarship sites serving 45 girls total	Underwrites <b>TWO</b> scholarship sites serving 30 girls total	Provides scholarships for 16 girls to participate	Provides scholarships for 9 girls to participate	Provides scholarships for 4 girls to participate
Exclusive 5K presenting sponsor; top billing on 5K materials	★				
Pass out Flowers to 5K participants	★				
Logo on 5K bib	★				
Mention in promotional materials	★	★			
Presence on 5K T-shirts	Prominent Logo Front of Shirt	Logo Back of Shirt	Logo Back of Shirt	Name Back of Shirt	Name Back of Shirt
Banner at 5K	Prominent Logo	Logo	Name	Name	Name
Verbal recognition at 5K	★	★	★	★	★
Sponsor Name on Council Website	Logo	Logo	Logo	Name	Name
Presence on Program T-shirts	Prominent Logo Back of Shirt	Logo Back of Shirt	Logo Back of Shirt	Name Back of Shirt	Name Back of Shirt
Item in 5K event bag	★	★	★	★	★
Complimentary 5K entries	10	8	6	4	2
Recognition @ Fundraising Events	★	★	★	★	★

“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



# Additional Opportunities

## Employee Engagement Opportunities:

**Motivate Girls at the GOTR 5K:** Host a cheer team or water station at a GOTR 5K

**Coach a Team:** Coaches are the heart of our program! Head and assistant coaches are needed at teams across the North State. Accredited training is provided.

**Become a SoulMate:** SoulMates are men and women who enjoy pursuing individual goals, such as completing an endurance event, while raising money for GOTR of the North State. Register today at: [www.gotrnorthstate.org/SoleMates](http://www.gotrnorthstate.org/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 the Board of Directors. Request an application at [info@gotrnorthstate.org](mailto:info@gotrnorthstate.org).



## Learn More

**Girls on the Run of the North State**

**Website:**

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

**Phone: (530) 636 - 0786**

**Executive Director**

**Claire Johnson**

[claire@gotrnorthstate.org](mailto:claire@gotrnorthstate.org)

**Ext. 1**

**Development & Outreach Coordinator**

**Lizzie Hawkins**

[liz@gotrnorthstate.org](mailto:liz@gotrnorthstate.org)

**Ext. 3**

# Invest in a Girl Change the World

- I would like to support Girls on the Run of the North State as a **SPONSOR**.
- |   |   |
|---|---|
| <input type="checkbox"/> Diamond (Presenting) - \$7,200         | <input type="checkbox"/> Bronze (Energy Award) - \$1,800  |
| <input type="checkbox"/> Gold (Girl Power) - \$5,400            | <input type="checkbox"/> Contributor (Star Power) - \$900 |
| <input type="checkbox"/> Silver (Limitless Potential) - \$3,600 | <input type="checkbox"/> Supporting (Friendship) - \$250  |
- 

## Payment Method

- My **CHECK** is made payable to Girls on the Run of the North State

*\*If you would like to submit your contribution electronically please contact Lizzie Hawkins for further instruction.*

## Please complete this form and return to:

**Lizzie Hawkins, Development & Outreach Coordinator**

**You may submit the form via:**

**Email:** [liz@gotrnorthstate.org](mailto:liz@gotrnorthstate.org) **OR**

**Mail:** P. O. Box 284, Chico, CA 95927