

Girls on the Run of Catawba Valley



Girls on the Run is much more than just a running program. We are an afterschool character development program that uses the power of running to help girls prepare for a lifetime of self respect healthy living. Through interactive games and important discussions participants learn how to celebrate being girls. The program focuses on building self esteem and improving emotional and physical health. During the 10 to 12 week program, girls are empowered with greater self awareness, a sense of achievement, and a foundation in team building.

Our curriculum includes specific lesson topics on healthy eating, bullying, peer pressure, body image and contributing to the community. Along the way, the girls train together to run or walk a 5k (3.1 mile) event.

This is a race with a mission. This race will be a race for joy, a race for strength, a race just for the fun of it, for girls, women and running buddies of all abilities. In this race, the finish line is only the beginning.

The mission of this race: To support Girls on the Run of Catawba Valley and to strengthen everyone from start to finish. We hope to motivate, inspire, and encourage participants to believe in themselves. The race is designed to build a sense of community support and to celebrate the spirit of girls and women, and those who love them and want to support them.

Our race will encourage participation from the entire community, from the self described couch potato to the elite runner who wants to inspire the community with their passion for the sport. More than 1200 runners participate each year, encouraging the girls and each other to the end. The spectator crowd is estimated to surpass 2000 people, with invitations sent to participants' families and friends, school administrations and principals.

Sponsorship Philosophy

Our commitment to you, the sponsor, is to host a professional, high quality program, which cultivates community spirit and reaches consumers who will be eager to purchase your products and services. Girls on the Run promises to be a healthy family related community program. Your name will be positioned with GOTR national sponsors New Balance, Secret, and Goody hair products.





Girls on the Run Sponsorship

Benefits of Sponsorship

Your sponsorship is necessary to support the efforts that provide a fun, healthy learning environment for girls of the Unifour area.

Sponsorship with Girls on the Run of Catawba Valley offers you a unique opportunity to promote your brand to an enthusiastic family audience, while supporting an extremely worthy cause. Your annual sponsorship will reach more than 1500 girls, the schools, more than 150 coaches, and the girls' families. This repeated exposure for an entire year will allow you to generate interest, awareness, and increased sales for your products or services. Our running buddy program attracts more than 1000 participants each year.

The benefits to your organization include incalculable amount of brand impressions on a local and regional level, at a fraction of what it would cost through traditional advertising media. GOTR of Catawba Valley reaches families in four counties. The spectator crowd at each event is more than 2000 persons each season. GOTR of Catawba Valley is the largest and fastest growing children's program in the area, and we host the largest 5k in the Unifour region, twice each year.

Your sponsor benefits go beyond the culminating events. Your brand exposure continues for an entire year, with visibility to program participants, schools, teachers, coaches and families.

Following are some of the many benefits you will receive as a sponsor, in addition to those listed with each respective sponsorship level.

- Participation in what has become one of the premier nationwide events for women, children, and families.
- Association with other highly renowned national and local companies as listed below
- High visible brand name exposure at the event and for 1 year post event, including a spring 5k of the same caliber.
- Product sampling in Race bags and/or during our 24 program weeks.
- Representation on our web site, electronic newsletter and registration materials
- Media exposure



Girls on the Run Sponsorship Opportunities



Presenting Sponsor \$2500

- Prominent name and logo banner exposure at each GOTR event, Including Prominent Start / Finish Line Banner Representation at our May and December 5k
- Prominent name and logo representation on all registration materials for two seasons These are distributed to more than 85 Unifour area school and more than 5,000 families.
- Company name and logo on GOTR Catawba Valley Web site
- Company name and logo on GOTR Catawba Valley electronic newsletter
- Full page ad representation in Season Program
- Prominent name and logo on 2500 program/race day shirts. These are worn by all GOTR participants, volunteers, coaches, and running buddies.
- Company name and logo on Race Event promotional material
- Insert / products into all race goody bags, two times a year
- Opportunity to Speak and Present awards at Finish Line Graduation Celebration
- Opportunity to be a part of coaches awards and training.



Finish Line \$1000

- Name and logo banner exposure at all GOTR events, Including Start / Finish Line Banner Representation at our May and December 5k
- Name and logo representation on all registration materials for two seasons These are distributed to more than 85 Unifour area school and more than 5,000 families
- Company name and logo on GOTR Catawba Valley Web site
- Company name on GOTR Catawba Valley electronic newsletter
- Company name and logo on Race Event promotional material
- Name and logo on 2500 race day shirts. These are worn by all GOTR participants, volunteers, coaches, and running buddies
- Half Page ad representation in Season Program
- Insert / products into all race goody bags, two times a year
- Opportunity to Present awards at Finish Line Graduation Celebration
- Opportunity to be a part of coaches training



Mile Marker \$500

- Company name on GOTR Catawba Valley Web site
- Company name on GOTR Catawba Valley electronic newsletter
- Name and Logo on 2500 race day shirts and feature in race day program
- Sign Representation at the Mile marker locations
- Name on Registration brochures
- Insert / products into all race goody bags



Race Patron \$250

- Company Name on 2500 Race day shirts

Girl Sponsor \$100

Your sponsorship provides a young girl with 24 fun and healthy lessons led by trained coaches, all curriculum supplies, a water bottle, a snack for each meeting, a program shirt and participation in the end of season 5k.

In Kind Sponsor

Your in kind donation provides girls with *healthy snacks, bottled water, sports drinks, or supplies* during the program or end of season celebration events.

- Company name on GOTR Catawba Valley Web site
- Company name and Logo on GOTR Catawba Valley electronic newsletter
- Name and Logo on 2500 race day shirts and feature in race day program

