

# Girls on the Run

South Central Wisconsin



## 5K SPONSORSHIP OPPORTUNITIES

**GET INVOLVED.  
TRANSFORM LIVES.**

This year, we celebrate 20 years of service to South Central Wisconsin. And we are giving an extra heartfelt thank you to our sponsors, for unlocking the power and potential of girls!

# WHO WE ARE



## 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.

## We honor our Core Values:

- Recognize our power and responsibility to be intentional in our decision making
- Embrace our differences and find strength in our connectedness
- Express joy, optimism and gratitude through our words, thoughts and actions
- Nurture our physical, emotional and spiritual health
- Lead with an open heart and assume positive intent
- Stand up for ourselves and others



## We take pride in our progress:

- Girls on the Run South Central Wisconsin has supported girls in the community for 20 years!
- Over 23,000 youth served locally since 2005
- Our territory includes 11 counties and 25+ school districts
- We host approximately 130 teams a year!

# SPONSORS SAY

"We are proud of our continued partnership with Girls on the Run, supporting this shared commitment of inspiring young women and unlocking their limitless potential."

# THE IMPACT OF YOUR INVESTMENT

OUR SPONSORS  
RECEIVE BENEFITS  
INCLUDING:



Opportunity to authentically showcase a commitment to empowering women, girls and families to be active, happy, healthy

Meaningful employee engagement opportunities

Exposure leading to new customer acquisition and deepening existing customer relationships

Visibility and thousands of impressions as a company that cares, driving sales and customer loyalty

## EMPLOYEES SAY

"As a Fleet Feet employee, I am proud of the brand-wide focus on giving back to our communities and believe that we inspire others to serve by leading the way! I believe in the mission of Girls on the Run!"

# WHY GIRLS ON THE RUN?



Evidence-based research from leading youth development experts has proven that Girls on the Run:



Prompts independent thought and intentional decision-making



Builds confidence



Strengthens self-respect

Enhances girls' ability to stand-up for self & others

Fosters healthy relationships



Establishes a life-long appreciation for health and wellness



# WHAT SETS GIRLS ON THE RUN APART?

Intentional curriculum, expert coaches, and an inclusive environment all lead to a long-term impact. Recent studies uncovered that:



85% of girls improved their confidence, caring, competence, character and connection to others.



97% of girls felt like they belonged at Girls on the Run.

97% of girls learned critical life skills they can use at home, school and with friends.



GOTR participants scored higher in managing emotions, resolving conflict, helping others and making intentional decisions than participants in organized sports or physical education.

98% of girls would tell other girls to participate in Girls on the Run.

94% of parents reported Girls on the Run was a valuable experience for their girl.

# SEASONAL SPONSORSHIP LEVELS

**SOLD OUT**

## Presenting Sponsor — \$12,500

The Presenting Sponsor is the primary partner of the season. The Presenting Sponsor makes the celebratory 5K possible for hundreds of girls, their coaches, and running buddies—igniting their confidence as they cross the finish line, achieving their goals!



20

years

Make a bigger impact for girls this year! Celebrate our 20th by adding 20% or explore additional opportunities--see page 7 for details.

## Courageous Coach Sponsor — \$5,000

The Courageous Coach Sponsor is the primary sponsor of our entire volunteer coach program. As a sponsor, you are providing our coaches with the valuable training and program materials they must have to create the ideal Girls on the Run experience!



## Limitless Potential Sponsor — \$3,000

The Limitless Potential Sponsor supports a team of up to 15 girls. These girls will have the opportunity to participate thanks to your support. As a Limitless Potential Sponsor, you will have the opportunity to cheer them on at the celebratory 5K and witness them achieve their goals as they cross the finish line!



## Girl Power Sponsor — \$1,500

The Girl Power Sponsor will provide water bottles and healthy snacks to one team of girls for the entire 8-week season. It is important that the girls stay hydrated and have healthy snacks as they train for a 5K.



## Happy Pace — \$500

Happy Pace sponsors are instrumental to providing increased access to our programs. They provide scholarship funds for free or reduced rate programming to over 1,000 youth and families each year.





# SPONSORSHIP BENEFITS

## Presenting Sponsor

**SOLD OUT**

- Exclusive presenting rights to 5K event including with media
- Guest blog series to season families
- Video message to all 5K participants
- Company name and logo at top placement across all promotions
- 10 complimentary 5K entries



## Courageous Coach Sponsor

- Naming rights or co-branding
- Sponsor message to season coaches
- VIP speaking role at start or finish line
- Premium placement of corporate booth/table space
- Logo recognition across all promotions and tagged social
- Insert in 5K swag bags (sponsor provided)
- 8 complimentary 5K entries



## Limitless Potential Sponsor

- Verbal recognition from the podium
- Corporate booth/table space
- Logo recognition across all promotions and tagged social
- Insert in 5K swag bags (sponsor provided)
- 6 complimentary 5K entries



## Girl Power Sponsor

- Corporate booth/table space at 5K event
- Logo recognition across all event promotions and tagged social
- Promotional insert in 5K swag bags (sponsor provided)
- 4 complimentary 5K entries



## Happy Pace Sponsor

- Name across all event promotions
- Linked logo on website and tagged social media post
- 2 complimentary 5K entries
- Tangible impact on the life of a girl



# READY TO EMPOWER?



Every girl deserves the chance to cross the finish line.

**YES!** I want to support the mission of inspiring girls to be joyful, healthy and confident!  
I want to help create a world where every girls knows and activates her limitless potential and is free to boldly pursue her dreams.

Your Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Street Address: \_\_\_\_\_ City: \_\_\_\_\_

State: \_\_\_\_\_ Zip Code: \_\_\_\_\_ Phone Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

Your tax-deductible contribution to Girls on the Run **South Central Wisconsin** is very much appreciated.  
All proceeds help to provide life-changing experiences for girls in our local communities.

## Please select a sponsorship level:

Courageous Coach (\$5,000)

Limitless Potential (\$3,000)

Girl Power (\$1,500)

Happy Pace (\$500)

Or other - create your own! \_\_\_\_\_



Click here to amplify your impact for girls this year—add 20% in honor of our 20th!



Click here to learn how you can bundle and save on tickets, tables, or sponsorships for our 20th Anniversary event on October 4th!

I do not wish to be an official sponsor, but please accept my donation of \$

To sign up or learn more, contact Director of Philanthropy Mary Salisbury listed below, or register online, or by completing this form and returning it to:



Girls on the Run South Central Wisconsin  
901 Deming Way, Suite 11  
Madison, WI 53717

Online: [www.pinwheel.us/donate/Sponsor2025](http://www.pinwheel.us/donate/Sponsor2025)

Email: [mary.salisbury@girlsontherun.org](mailto:mary.salisbury@girlsontherun.org)

Phone: 608-831-4687



We will follow-up to secure your logo and fulfill your benefits!

# Thank You!

for making a difference in the life of a girl



**SAVE THE DATES**

May 31 - Spring 5K in Verona  
Oct 4 - 20th Anniversary Celebration  
Nov 8 - Fall 5K in Waunakee