



**Girls on the Run of the  
Greater Chesapeake  
SPONSORSHIP OPPORTUNITIES  
FY25 (2024-2025)**

# FY24 Program Accomplishments

**\$258,770**

In Financial Assistance Given

**157**

Teams

**475**

Dedicated Volunteers



**2,612**

Program Participants

**100+**

Community Impact Projects

BALTIMORE CITY & COUNTY, ANNE ARUNDEL, CALVERT, CHARLES, QUEEN ANNE'S, KENT, TALBOT, CAROLINE, DORCHESTER, SOMERSET, WICOMICO, WORCESTER, & ST. MARY'S COUNTIES

“Because I am a Girl on the Run, I know that I am a SUPERSTAR!” - Kamani, age 10

“At Girls on the Run, I learned that no matter what I look like, I will always be UNIQUE. I also learned to be kind and nice.” - Isabelle, age 10



” At Girls on the Run, I learned that you can include people when others aren't. Feeling our emotions can calm us down. Sometimes you need to stop and take a breather.” - Emerie, age 9

# YOUR SUPPORT GOES DIRECTLY TO GIRLS ON THE RUN GREATER CHESAPEAKE GIRLS WHO NEED IT MOST!

Studies show that 3rd through 8th grade is a critical time for girls. Their self-confidence begins to drop **by age nine. 50% of girls ages 10 to 13 years old experience bullying.** At an age when girls are constantly trying to measure up to ideals 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.**

An independent study found that the Girls on the Run's intentional life skills curriculum, delivered by highly trained coaches, positively impact girls' lives by **helping them learn critical life skills such as making intentional decisions, managing emotions, resolving conflict and helping others.**

Girls on the Run's mission is to inspire girls to be joyful, healthy, and confident using a fun, experience-based curriculum integrating social-emotional learning, life skills, and physical activity **to enhance girls' social, psychological and wellbeing.**

Over the course of a ten-week program, trained coaches lead small teams through dynamic discussions, activities and physical movement. Our program culminates with girls positively impacting their communities through a service project and being physically and emotionally prepared to complete a celebratory 5K event.



# Girls on the Run of the Greater Chesapeake Data

## Our Reach

### In-Person

### Online

Coaches: **400+** per year

Newsletter  
Subscribers **11,800+**

Friends & Families: **3,000+**

Facebook  
Followers **214**  
(relaunched in 2023)

Volunteers: **200+** per year

Instagram  
Followers **720**

Participants: **2,600+** per year

X Followers **442**

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## Our History

**Girls on the Run of the Greater Chesapeake** was founded in 2005 in Anne Arundel County and has since grown to **serve over 23,000 girls** across Baltimore City & County, Anne Arundel, Calvert, Charles, Queen Anne's, Kent, Talbot, Caroline, Dorchester, Somerset, Worcester, Wicomico, and St. Mary's counties. Last year, we served 2,612 girls and created over 100 Community Impact Projects. With the help of generous sponsors, funders, and donors, we were able to **provide financial assistance to over 63% of our program participants** who otherwise may not have been able to participate in Girls on the Run.

As we **celebrate our 20th anniversary**, our goal is to serve over 2,800 girls this year and help each participant know and activate their limitless potential.

# Sponsorship Opportunities

## 5K EVENTS

Each season ends with a joyful and fun 5K celebration. This culmination of the season's 10-week program gives girls a tangible sense of accomplishment and the confidence to be the authors of their stories. You have the opportunity to be a 5K sponsor for the fall, spring, or both seasons.

## PROGRAM

Make a direct impact on a team of 15 girls at one site! Each year we receive site applications from Title 1 schools that serve a majority of students who receive a free or reduced lunch. Many participants from these schools qualify for scholarships through Girls on the Run of the Greater Chesapeake, enabling them to take part in our life-changing program. Through your program sponsorship, you'll remove barriers to participation and ensure program access.

## SPECIAL EVENTS

You can be a part of one of our signature events, such as our Limitless Potential Breakfast or Golf Tournament, to help raise critical funds so that all girls have access to the Girls on the Run program.

# SPONSORSHIP LEVELS OVERVIEW

## 5K EVENTS

PRESENTING      GIRL POWER      WATER STOP      BLING YOUR BIB      HAPPY HAIR! SLAP BRACELETS      ENERGY AWARD      STAR POWER      5K BUDDY

ONE SEASON	\$10,000	\$5,000	\$3,000	\$2,500	\$2,000	\$1,500	\$1,000	\$500
BOTH SEASONS	\$16,000	\$8,000	\$4,800	\$4,000	\$3,200	\$2,400	\$1,600	\$800
EXCLUSIVE 5K PRESENTING SPONSOR; TOP BILLING ON 5K MATERIALS								
5K SPEAKING OPPORTUNITY								
LOGO ON 5K SIGNAGE								
LOGO ON 5K BANNER								
LOGO ON 5K SHIRT								
SOCIAL MEDIA SHOUTOUTS								
TABLE AT 5K								
RECOGNITION ON COUNCIL WEBSITE & NEWSLETTER								
COMPLIMENTARY 5K ENTRIES								

# 5K SPONSORSHIP LEVELS

## Presenting Sponsor

**\$10,000 one season\*/\$16,000 both seasons**

(\*supports two teams for an entire year)

- ★ **Exclusive** 'Presenting Sponsor' recognition in 5K materials
- ★ Industry exclusivity
- ★ Recognition on council website and in 5K print, digital, and social media
- ★ Ability to speak to 5K audience prior to start
- ★ Company banner at start / finish lines
- ★ Logo on back of t-shirt
- ★ Complimentary table/tent at 5K
- ★ Social media posts leading up to 5K event (4x)
- ★ 4 complimentary race entries



## Girl Power Sponsor

**\$5,000 one season\*/ \$8,000 both seasons**

(\*supports one team for a year)

3 AVAILABLE (one for each mile)

- ★ Inspiration signage along one mile of the course (includes 2-yard signs with company logo)
- ★ Logo on back of t-shirts and on council website
- ★ Complimentary table at 5K
- ★ Social media posts leading up to 5K event (2x)
- ★ 2 complimentary 5K entries



# 5K SPONSORSHIP LEVELS

## Water Station Sponsor

**\$3,000 one season\*/\$4,800 both seasons**

(\*sponsors an entire team for a season, plus season supplies for 5 teams)

1 AVAILABLE

- ★ Signage at the water station (includes 1 sign) and the opportunity to include employees to volunteer handing out water and encourage participants
- ★ Inclusion on sponsor 5K event signage
- ★ Social media posts leading up to the 5K event (2x)
- ★ 1 complimentary 5K entry



## Bling Your Bib Sponsor

**\$2,500 one season\*/\$4,000 both seasons**

(\*sponsors an entire team for a season)

1 AVAILABLE

- ★ "Bling Your Bib" presented by your company name in the race village (includes 1 sign) and on council website
- ★ Opportunity to staff volunteers at the bling your bib station during pre-race fun
- ★ Inclusion on sponsor 5K event signage
- ★ Social media posts leading up to the 5K (2x)
- ★ 1 complimentary 5K entry



# 5K SPONSORSHIP LEVELS

## Happy Hair Station Sponsor

**\$2,000 one season\*/\$3,200 both seasons**

(\*provides access for 11 girls & GOTR t-shirts for a team)

2 AVAILABLE

- ★ "Happy Hair" presented by your company name in the race village (includes 1 sign)
- ★ Logo on council website
- ★ Opportunity to staff volunteers at the happy hair station during pre-race fun
- ★ Inclusion on sponsor 5K event signage
- ★ Social media posts leading up to the 5K (2x)



## Slap Bracelet Sponsor

**\$2,000 one Season\*/ \$3,200 both seasons**

(\*provides access for 11 girls & GOTR t-shirts for a team)

2 AVAILABLE

- ★ "Slap Bracelet" presented by your company name in the race village (includes 1 sign)
- ★ Logo on council website
- ★ Opportunity to staff volunteers at the Slap Bracelet station during pre-race fun
- ★ Inclusion on sponsor 5K event signage
- ★ Social media posts leading up to the 5K (2x)

# 5K SPONSORSHIP LEVELS

## Energy Award Sponsor

**\$1,500 one season\*/\$2,400 both seasons**

(\*provides access for 5 girls & coach kit supplies for 10 teams)

3 AVAILABLE

- ★ Logo on council website
- ★ Inclusion on sponsor 5K event signage
- ★ Complimentary table at 5K
- ★ Social media posts leading up to the 5K (2x)



## Star Power Sponsor

**\$1,000 one Season\*/\$1,600 both seasons**

(\*provides access for 5 girls & medals for a team)

~~2 AVAILABLE~~ 1 AVAILABLE

- ★ Complimentary table at 5K
- ★ Ability to distribute promotional flyers/coupons to 5K attendees
- ★ Logo on council website



## 5K Buddy Bib Sponsor

**\$500 one Season\*/\$800 both seasons**

(\*provides Title 1 schools with support for up to 14 5K buddies)

4 AVAILABLE

- ★ Logo on council website
- ★ Inclusion on sponsor 5K event signage



Our partners help us ensure every girl **CAN** unleash her **LIMITLESS POTENTIAL**.





# PROGRAM SPONSORSHIP

Your business or organization can empower a team of 15 girls at one of our scholarship sites!

A program sponsorship costs \$3,000, which funds the program fee for a scholarship team, the girls' 5K entries, medals, t-shirts, program journals, keepsakes & supplies for the team. The sponsor may attend practices with the team during the fall or spring season, coordinated by the GOTRGC staff. GOTRGC teams practice twice a week for 10 weeks after school for 75-90 minutes. Sponsor volunteers may help the coaches, hand out activity sheets, or participate in lessons.



## PROGRAM SPONSOR LEVELS

**\$3,000**

Fully supports providing high quality after-school programming for one team for one season

**\$6,000**

Empower one team of girls for a full year (two seasons)

**\$12,000**

Unleash limitless potential for two teams for one full year (two seasons)



### Benefits include the following:

- Partner with a team based on location / time / sites for that season, enabling access for girls (team recommended by the GOTRGC staff)
- The opportunity to participate in lessons during the season
- Thank-you card/photo from their team
- Two complimentary entries to the 5K Celebration
- The opportunity to cheer on or run alongside their team at the celebratory 5K





*"GIRLS ON THE RUN HELPED ME GAIN SELF-CONFIDENCE SO NOW I TELL MYSELF 'I CAN DO IT!' WHEN TIMES GET TOUGH."*

*-HANNAH, AGE 9*

*"AT GIRLS ON THE RUN, I LEARNED HOW TO BE MYSELF AND NOT LET OTHERS DEFINE ME."*

*-LENA, GOTR PARTICIPANT*



# SPECIAL EVENT OPPORTUNITIES

## LIMITLESS POTENTIAL BREAKFAST

### ★ Presenting Sponsor (\$4,000)

- Table for 10 guests
- Inclusion on Invitation and Program as Presenting Sponsor
- Inclusion on way-finding signage at event
- Recognition at event and on social media (2x) and in newsletter to subscriber base (11,000+)

### ★ Table Sponsor (\$2,500)

- Table for 10 guests
- Inclusion on Program as Table Sponsor
- Recognition at event and in social media (1x)

## MATCHING SPONSOR \$500 - \$2,000+

- ★ Recognition during matching campaign or giving days (Giving Tuesday, End of Year)
- ★ Recognition on social media (2X) and in newsletter to subscriber base (11,000+)
- ★ Logo inclusion on council website

# SPECIAL EVENT OPPORTUNITIES



## GOLF TOURNAMENT

### **Tournament Sponsor \$5,000**

#### **Includes:**

- Two (2) foursomes for the tournament
- Signage (3x -Pro Shop, Check-in, on course)
- Website recognition
- Social media post (3x)
- Opportunity to share a branded giveaway in swag bags

### **Ace Sponsor \$2,500**

#### **Includes:**

- One (1) foursome in the tournament
- Signage (1x, Grill Area)
- Website recognition
- Social media post (2x)

### **Beverage Cart Sponsor \$1,000**

#### **Includes:**

- Twosome in the tournament
- Cart Signage (1x)
- Website recognition
- Social media post (1x)

### **Hole Sponsor \$500**

#### **Includes:**

- Signage at the tee box (1x, 1 hole)
- Website recognition



# ADDITIONAL OPPORTUNITIES

## Employee Engagement Opportunities:

- **Motivate Girls at the 5K:** Host a cheer team or other group volunteer opportunity at the 5K.
- **Coach a Team:** Coaches are the heart of our program! They are needed at teams across Baltimore City and County, Anne Arundel, Calvert, and the Eastern Shore. Training is provided.
- **Become a SoleMate:** SoleMates are charity athletes who enjoy pursuing individual athletic goals, such as completing an endurance event, while raising money for GOTRGC girls. Learn more at [www.gotrchesapeake.org/solemates](http://www.gotrchesapeake.org/solemates)
- **Customized Group Opportunities:** We can work with you to design a special group service day.

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

## Board/Committee Positions:

Individuals wanting to share their leadership, time, and talents with GOTRGC can apply for positions on the Board of Directors or with Committees. Applications are accepted on a rolling basis.

## Discount Opportunities:

Businesses can offer a corporate discount or coupons to promote business and drive traffic. Offer can be sent to our participants' families, coaches and other volunteers via email or social media.  
*\*This opportunity can only be combined with sponsorship.*

CUSTOM SPONSORSHIPS AVAILABLE

## CONTACTS

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