



**Empowering  
Futures,  
Igniting  
CHANGE!**

At a time when girls are discovering who they are, GOTR shows them that **their potential is LIMITLESS**



**WHO WE ARE**

Girls on the Run Lancaster-Lebanon (GOTR) is not just a program; we're a movement! As a 501(c)(3) physical-activity positive youth development program, we go beyond physical health, delving into the emotional and social development of girls during their critical years.

**WHAT WE DO**

At GOTR, we're rewriting the script on girlhood. We empower girls to embrace their uniqueness, celebrate their strengths, and drown out societal noise. Our goal is to ignite a spark within them and activate their limitless potential.

**WHY IT MATTERS**

Girls undergo significant developmental changes in 3rd through 8th grade. By age eight, self-confidence often begins to falter, with a concerning 50% of girls aged 10 to 13 experiencing bullying. Our purposeful curriculum, skillfully delivered by dedicated coaches, is transformative. It empowers girls, instills confidence, and nurtures positive relationships.



Empowerment In Action **YOUR PARTNERSHIP MATTERS!**



Girls on the Run Lancaster-Lebanon (GOTR) shines as a **youth development trailblazer**, earning accolades from the U.S. Surgeon General and Harvard University's Social-Emotional Learning Guide for Health & Wellness excellence. By becoming our corporate partner, you champion a cause that encourages girls to honor their voices, embrace their gifts, and celebrate their strengths.

# Be Our Partner, Be The

# DIFFERENCE!

Your collaboration with us extends beyond transforming the lives of girls; it opens doors to extensive exposure within our vibrant and engaged community. From participants and caregivers to dedicated volunteer coaches and community of runners, **your organization becomes an integral part of the GOTR Community.** Join us in fostering a legacy of connections that span ages 8 to 70+.



## 2023 SNAPSHOT

121  
TEAMS

567  
COACHES

70  
JUNIOR  
COACHES

600  
VOLUNTEERS  
(excluding coaches)

\$135,000  
FINANCIAL  
ASSISTANCE  
PROVIDED

5,258  
5K PARTICIPANTS

*\*Annual numbers based on 2023.*

## Girls Served: 1,600+



5,292  
followers



1,749  
followers



167  
followers



449  
followers



Email & Newsletter  
Subscribers

22,000 +

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



# 2024 GOTR Partner Benefits Matrix

Sponsorship Benefits	5K Presenting Sponsor	Program Presenting Sponsor	Sponsorship Levels			
			Platinum 20K+	Diamond 15K+	Gold 10K+	Silver 5K+
<b>CATEGORY EXCLUSIVITY</b>		✓	✓			
<b>PRINTED LOGO</b>						
Program t-shirts	✓	✓	✓	✓	✓	
5K T-shirts	✓	✓	✓	✓	✓	✓
<b>5K SIGNAGE</b>						
Finish Line Chute	<b>TAKEN!</b>	✓	✓	✓	✓	
Course		10	6	5	3	2
<b>DIGITAL LOGO</b>						
Website	✓	✓	✓	✓	✓	✓
Program Emails	✓	✓	✓	✓	✓	✓
Quarterly Newsletters	✓	✓	✓	✓	✓	✓
<b>SOCIAL MEDIA</b>			(multiple)	(multiple)		
Shout Outs/ Seasons	✓	✓	✓	✓	✓	✓
<b>5K BENEFITS</b>						
Table at Sponsor Village	✓	✓	✓	✓	✓	✓
Materials & Packet Pick Up	✓	✓	✓	✓	✓	✓
Race Registration		15	10	8	6	4

Girls on the Run

**5K Presenting Sponsor - \$35,000** **TAKEN!**

**Program Presenting Sponsor - \$25,000** **AVAILABLE**



Connect with Tessa Balenic, Development Director, for additional details:

717-847-4099 | tessa.balenic@girlsontherun.org

# 2024 GOTR Partner Benefits Matrix

Sponsorship Benefits	SILVER \$5,000	BRONZE \$3,000	Mile \$1,500 2 Seasons	Mile \$1,000 1 Season
<b>CATEGORY EXCLUSIVITY</b>				
<b>PRINTED LOGO</b>				
Program t-shirts				
5K T-shirts	✓			
<b>5K SIGNAGE</b>				
Finish Line Chute	✓			
Course	2	1	1	1
<b>DIGITAL LOGO</b>				
Website	✓	✓	✓	✓
Program Emails	✓			
Quarterly Newsletters	✓			
<b>SOCIAL MEDIA</b>				
Shout Outs/ Seasons	✓	✓		
<b>5K BENEFITS</b>				
Table at Sponsor Village	✓	2 Seasons		
Materials @ Packet Pick Up				
Race Registration	4	2	1	1

Girls on the Run



# Partnering with Girls on the Run



## 5K Presenting Sponsor - \$35,000

**TAKEN!**

As the Presenting Sponsor of the GOTR 5K, you will receive exclusive benefits during and leading up to 5K events. These benefits include complimentary entries, prominent banner placement at the finish line, signage on the course, stage recognition, and valuable promotional opportunities. Your logo will be displayed prominently on the front of all 5K shirts and the back of all program shirts. Your logo will receive maximum brand exposure across various channels, including all email communications, our website, and social media platforms. This sponsorship opportunity is an excellent way to showcase your brand, engage with the community, and support our mission to empower and inspire young girls.

## Program Presenting Sponsor- \$25,000

**AVAILABLE**

As the Presenting Program Sponsor, your logo will take center stage not only on the back of all programs and 5K shirts, but also throughout our season in emails, newsletters, registration communications, our website, and social media platforms. In addition to this prime visibility, your brand will be featured on signage along the 5K course, meaning your logo will be showcased to participants and spectators, creating a powerful and lasting impression. Empower and inspire young girls through this exclusive sponsorship, ensuring your brand's prominence while actively fostering community engagement. Join us in creating a significant impact!

## Platinum Partner - \$20,000

Our Platinum Partners transcend the role of sponsors; they embody the heartbeat of our vibrant community. As essential contributors to our continual growth, these partners immerse themselves in the transformative experiences that define the essence of GOTR. From cheering on our participants to actively participating in GOTR events, Platinum Partners play a pivotal role in our journey.

*The Partner Benefits Matrix on page 3 details Platinum Partner benefits.* Elevating the partnership experience at this esteemed level, partners have the unique opportunity to direct their support toward a specific focus area, with additional exposure outlined in the engagement and opportunities list on Page 6.



Connect with Tessa Balencic, Development Director, for additional details:

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✉️ [tessa.balencic@girlsontherun.org](mailto:tessa.balencic@girlsontherun.org)

## Diamond Partner - \$15,000

Our Diamond Partners pave the path to success; they play a key role in bringing our teams to life. This significant sponsorship opportunity goes beyond the ordinary, ensuring our teams have the resources to thrive. From supporting coaches, covering team sponsorships, or enhancing the program's spirit, your support goes above and beyond. This sponsorship is vital in providing enriching experiences for the girls, creating a positive and empowering environment that extends well beyond the track.

*The Partner Benefits Matrix on page 3 details Diamond Partner benefits. Elevating the partnership experience at this esteemed level, partners have the unique opportunity to direct their support toward a specific focus area, with additional exposure outlined in the engagement and opportunities list on Page 7.*

## Gold Partner - \$10,000

Our Gold Partners illuminate the very heartbeat of our dynamic community. At this pivotal level of support, your contribution becomes the catalyst for change as it fully funds four teams in underserved communities, enabling us to extend the reach of our program into every corner of Lancaster and Lebanon Counties.

*\*Refer to the Partner Benefits Matrix on page 3 for exposure details!*

## Silver Partner - \$5,000

As cherished members of our community, Silver Partners make a profound impact on the lives of 25 girls, opening doors they might not otherwise access. Your pivotal support covers program and registration fees, providing these girls with a transformative experience. This also includes our enriching curriculum, practice and lesson materials, team t-shirts, and finisher medals. Join us in empowering 25 future leaders.

*\*Refer to the Partner Benefits Matrix on page 3 for exposure details!*



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# Engagement & Opportunities List



## **Safety Sponsor / Keeping Every Step Secure** **2 Partner Slots Available - \$20,000**

**Safety ALWAYS comes first at our team practices and 5K events.** Please help us ensure our participants feel safe at GOTR practice and our numerous events. This sponsorship includes covering CPR and First Aid training costs for our coaches and helping us protect our 5K event attendees. As a Safety Sponsor, you will provide a safe experience for all and gain exceptional brand visibility across the entire program. Additionally, we invite you to showcase your commitment to safety by adding your logo to our 5K safety vests, becoming the reassuring presence that keeps our programs safe and enjoyable for all involved.

## **Sponsor Village Powered by [Your Organization]** **1 Partner Slot Available - \$20,000**

Join us in creating lasting impressions and meaningful connections at our upcoming 5K events by becoming the official sponsor of our vibrant Sponsor Village. Imagine your brand at the center of the excitement, where sponsors come together to welcome girls and their families. The Sponsor Village is the bustling hub of our 5K events, an area teeming with positivity, engagement, and community spirit.

## **Happy Hub Energized by [Your Organization]** **1 Partner Slot Available - \$20,000**

At every GOTR 5K, the Happy Hub consistently steals the show. It magnetically draws participants and their families, regardless of the weather. The hub is infused with a touch of glitter here and a burst of color there. It provides all participants, their families, and community friends with the energetic spark needed to boost their confidence.

The Happy Hub reinforces a positive atmosphere and inspires active participation in the celebration. Participants and their families are encouraged to contribute to the festivity by creating empowering posters and embracing temporary tattoos. By becoming the exclusive sponsor of the Happy Hub, you can maximize your impact and contribute to the creative and empowering spirit that defines the Girls on the Run 5K.

**Inquire about our exclusive events: CAMP GOTR, Limitless Potential Breakfast, and Kickin' Up Kindness!**



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# Engagement & Opportunities List



## Coach Support Sponsor 4 Partner Slots Available - \$15,000

As a Coach Support Sponsor, you will play a pivotal role in our community programs while enhancing your brand's impact. Your sponsorship ensures coaches have the necessary resources for the well-being of the girls they mentor, including supplemental guides, curriculum updates, and unique lesson items. Additionally, your support allows us to express gratitude to coaches by providing seasonal gifts that acknowledge their dedication.

Showcase your commitment at our mid-season coach celebration, actively engage with coaches, and seamlessly become an integral part of the Girls on the Run community. We will elevate your brand through social media channels and at our 5K events. **Join us in fostering a positive and empowering environment for ALL coaches and participants to thrive!**

## Team Support Sponsor 4 Partner Slots Available- \$15,000

As a team sponsor, your role is pivotal in both supporting and creating the magic of all our Practice 5Ks throughout the counties. Picture the exhilaration of spotting your logo on vibrant branded signs, lap counters, and the triumphant finish line. You are the foundation that allows us to cover essential costs such as facility rentals, adaptive equipment, and other supplementary team needs. Your generosity goes beyond financial assistance; it opens doors for girls across our community, ensuring they have the necessary equipment to fully participate in, and benefit from, the Girls on the Run experience.

Your commitment ensures safe spaces for our teams to practice and contributes to cultivating an environment that fosters both physical and personal growth. **Together, let's create memories that uplift and inspire!**

## Staff Training & Education Sponsor 1 Partner Slot Available - \$15,000

Your sponsorship covers more than just training costs. It empowers our staff to navigate the constantly changing landscape of education, health, and technology. By investing in the knowledge and skills of our staff, you're amplifying the positive impact they have on the lives of the girls we serve. **Are you ready to make a lasting impact on Girls on the Run and the communities we touch?**



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# Partnering With Girls on the Run



## Silver Partner - \$5,000

As cherished members of our community, Silver Partners make a profound impact on the lives of 25 girls, opening doors they might not otherwise access. Your pivotal support covers program and registration fees, providing these girls with a transformative experience, including our enriching curriculum, practice and lesson materials, team t-shirts, and finisher medals. **Join us in empowering 25 futures.**

*\*Refer to the Partner Benefits Matrix for exposure details!*

## Bronze Partner - \$3,000

At the Bronze Partner level, you become a cornerstone in our mission, providing essential items like sneakers and athletic apparel for girls who might otherwise miss out. Your support extends beyond just material goods; it's about ensuring that every girl, regardless of economic circumstances, is not only included, but fully equipped to **participate in the transformative Girls on the Run experience.**

*\*Refer to the Partner Benefits Matrix for exposure details!*

## Mile Sponsor - \$1,500 - 2 Seasons \$1,000 - 1 Season

Choose to make a direct impact by sponsoring a mile at our 5K event, or opt for a more subtle role by supporting one of the many miles covered by our girls through contributions directed toward financial assistance. This entry-level sponsorship option is crafted to be inclusive, fostering a community of ambassadors who share a common goal - empowering every girl to reach new heights. **Join us in creating a network of like-minded individuals dedicated to helping all girls soar.**

*\*Refer to the Partner Benefits Matrix for exposure details!*

**Inquire about our exclusive events: CAMP GOTR, Limitless Potential Breakfast, Thought Leadership and Kickin' Up Kindness!**

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