



**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+.



Girls Served: 1,800+

2024
SNAPSHOT

120
TEAMS

580
COACHES

70
JUNIOR
COACHES

600
VOLUNTEERS
(excluding coaches)

\$182,000
FINANCIAL
ASSISTANCE
PROVIDED

5,450
5K PARTICIPANTS



5,292
followers



1,749
followers



167
followers



449
followers



Email & Newsletter
Subscribers

22,000 +

www.gotrlancaster.org

2025 GOTR Partner Benefits Matrix

Sponsorship Benefits	5K Presenting Sponsor	Program Presenting Sponsor	Sponsorship Levels			
			Platinum 20K+	Diamond 15K+	Gold 10K+	Silver 5K+
CATEGORY EXCLUSIVITY		✓	✓			
PRINTED LOGO						
Program t-shirts		✓	✓	✓	✓	
5K T-shirts		✓	✓	✓	✓	✓
5K SIGNAGE						
Finish Line Chute	TAKEN!	✓	✓	✓	✓	
Course		10	6	5	3	2
DIGITAL LOGO						
Website		✓	✓	✓	✓	✓
Program Emails		✓	✓	✓	✓	✓
Quarterly Newsletters		✓	✓	✓	✓	✓
SOCIAL MEDIA			(multiple)	(multiple)		
Shout Outs/ Seasons		✓	✓	✓	✓	✓
5K BENEFITS						
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 - \$30,000

AVAILABLE

Connect with Jennifer West, Executive Director, for additional details:

717-429-6184 | jennifer.west@girlsontherun.org

Partnering with Girls on the Run



5K Presenting Sponsor - \$35,000

As the **Presenting Sponsor** of the Girls on the Run 5K, you'll enjoy exclusive benefits leading up to and during the event. This high-impact sponsorship provides unparalleled visibility and promotional opportunities that connect your brand to our empowering mission.

Exclusive Benefits Include:

- **15 Complimentary 5K Entries**
- **Prime Placement:** Your logo will appear prominently on the front of all 4,000 5K shirts and on the back of all 3,000 program shirts.
- **Event Visibility:** Banner placement at the finish line and signage along the course, ensuring your brand stands out at key moments.
- **Stage Recognition:** Your brand will be prominently acknowledged throughout the event, leaving a lasting impression on both participants and spectators. As part of this, a representative from your organization will have the opportunity to address the crowd from the stage, further enhancing your visibility and engagement with the audience.
- **Maximized Exposure:** Your logo is prominently displayed across email communications, on our website, and social media platforms, as well as on the digital billboard during the spring season.

As part of your sponsorship, **select ONE Extra Lap** from the list below. Any additional laps are available for purchase for \$3,000 each.

- Advertisement in Fig Lancaster: We'll elevate your brand by highlighting your partnership with Girls on the Run in a featured ad in Fig Lancaster.
- Brand the Practice 5K: Boost your visibility by showcasing your logo at all our teams practice 5Ks, a key event in our season!
- Special Edition T-Shirt: Celebrate 16 years of empowering girls with a limited-edition t-shirt featuring your logo alongside GOTR. This exclusive 2025 Extra Lap opportunity ensures your brand is part of a cherished keepsake worn by participants, coaches, and supporters.



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Partnering with Girls on the Run



Presenting Program Sponsor- \$30,000

As our **Presenting Program Sponsor**, your brand will receive prime visibility throughout the Girls on the Run recruitment period and program season. This exclusive sponsorship ensures your logo is consistently seen, from registration to the finish line, providing unmatched exposure and **year-round recognition**.

What's Included:

- Your logo is featured on the top of the back of all program shirts and back of all 5K shirts.
- Logos on program journals distributed to every participant and weekly grownup guide emails.
- Branding throughout the year in emails, newsletters, registration forms and communications, our website, and social media platforms.

Want to increase your brand visibility at the GOTR 5K or Camp GOTR? Add the Happy Hub or Camp Sponsorship for an additional \$5,000

Happy Hub Energized by [Your Organization]

The Happy Hub is the vibrant heart of the Girls on the Run 5K, offering a lively space filled with fun activities and a festive atmosphere where families and participants come together to celebrate. As the exclusive sponsor, your brand will take center stage in this dynamic space. Your logo will be prominently displayed in the Happy Hub, ensuring prime branding throughout the event. The hub will be run by local students, showcasing your commitment to supporting the community, and your logo will also appear on signage, activity tables, and various event materials, ensuring widespread brand visibility.

Camp Sponsor

Become a Girls on the Run Camp Sponsor for our Lebanon and Lancaster camps! Your brand will shine with your logo featured on all camp t-shirts, making a lasting impression on participants, coaches, and families. Additionally, your logo will be prominently displayed in camp emails and across our social media platforms, ensuring maximum exposure and engagement throughout the camp season.



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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.

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.

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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