



Girls on
theRun



Make a
DIFFERENCE

Girls on the Run Hampton Roads 5K Festival Sponsorship 2024-25



  @gotrhr  Girls on the Run Hampton Roads

757-965-9040, www.gotrhr.org

ALL ABOUT GOTRHR

Who we are



Girls on the Run is a 501(c)(3) nonprofit organization dedicated to creating a world where every girl knows and activates her limitless potential and is free to boldly pursue her dreams. Our program drives transformative, sustained change in the lives of third- to eighth-grade girls.

What we do

Girls on the Run impacts girls' social, emotional, and physical health during the early years of adolescence, when they are forming life-long habits and attitudes. We work with girls in grades 3 through 8. Teams meet 3 hours a week for 12 weeks to explore critical topics that improve self-esteem, peer relations, nutrition, physical fitness. At the end of the season, each team designs and implements an age-appropriate community service project.

Each girl completes a celebratory 5K alongside a personal, adult "5K buddy" and hundreds of other girls from the region. Through training and teamwork, the girls learn that triumph is tangible with careful planning and preparation. These achievements provide them with a framework for setting and reaching larger goals as they mature.

Last Year

- ★ 475 coaches volunteered & 2,100 girls enrolled
- ★ Girls completed 140 Community Impact Projects
- ★ We hosted two regional 5K events with over 4,000 attendees each
- ★ We enlisted 300 corporate & individual 5K volunteers

Council Fun Facts:

- ★ Founded in 2006
- ★ Served over 24,000 girls to date
- ★ Based at Virginia Wesleyan University
- ★ Partners with 280 schools and community centers in 15 cities and counties

OUR IMPACT

85%

of girls improved in

**Confidence,
Competence,
Character,
Caring, or
Connection.**



Those who were least active at the start of the season increased their physical activity **by more than**

40%

97%

of girls learned critical life skills

**Helping Others,
Decision Making,
Managing Emotion,
Resolving conflict**



ANNUAL 5K SPONSORSHIP BENEFITS!

As a **GOTRHR 5K Community Partner**, you will receive:



Your company's name and/or logo on program collateral including e-blasts to more than 27,000 email addresses, our website, event signage, Facebook, Instagram, LinkedIn, and more.

Access to approximately 4,000 individuals at each Spring and Fall 5K festival, including program participants ages 8 to 14, parents, educators, corporate partners, local elected officials, and members of the Hampton Roads community.

Sponsor Benefit

Pacer
\$10,000

Marathon
\$5,000

Sprinter
\$2,500

Jogger
\$1,000

Recognition as a yearlong "Presenting Sponsor" on all 5K materials, up to 5,000 t-shirts, & banners at start/finish line



Solo email blast per semester to 27,000+ constituents per season with presenting sponsor logo hyperlinked **



Two group email blasts to the 27,000+ constituents per season with sponsors' logos hyperlinked ***



Opportunity to provide up to 4,000 5K participants with sponsor-branded "swag" items each semester



EMCEE recognition at 5K



Logo printed on 5,000 t-shirts (2,500 each season)



Logo and link to company website from GOTRHR website for 1 full year



Display tent or booth in prime location for sampling/display at each 5K



Opportunity to engage employees as volunteer at each 5k for corporate philanthropy



Number of complimentary 5k entries per year

10

5

2

Number of social media mentions per 12-week season

10

5

2

Number of sponsor-supplied vinyl banners displayed at start/finish line

4

3

2

**The emails will acknowledge your support as the Presenting Sponsor and hyperlink your logo to your company website.

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For more information contact

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OUR STAFF

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