



# 2024-2025 SPONSORSHIP OPPORTUNITIES



SERVING  
HAMPDEN,  
HAMPSHIRE,  
FRANKLIN, AND  
BERKSHIRE  
COUNTIES



GET INVOLVED.  
TRANSFORM LIVES



# MAKING AN IMPACT

## OUR MISSION

Girls on the Run, a 501(c)(3) nonprofit, is about so much more than running! Our programs inspire girls to be **joyful, healthy and confident** using fun, engaging, and dynamic lessons that creatively integrate running and movement.

## WHAT WE DO

- We offer 3 unique after-school programs to girls and gender-expansive youth in 3rd to 8th grades: Girls on the Run (3-5), Heart & Sole (6-8), and Camp GOTR.
- With caring, trained coaches at the helm, our programs use physical activities as a platform for teaching life skills and promoting holistic health outcomes for our youth
- Participants gain critical life skills, including **confidence, connections, character, competence, compassion, and contribution to their community.**
- Each spring and fall season concludes with a celebratory 5K event that recognize the completion of the season and set a confident mindset in motion.

## WHY IT MATTERS IT'S FUN. IT'S EFFECTIVE.

Studies show that girls in grades 3-8 are at a critical point in their development that determines the path their lives take. Self-confidence begins to decline by age 9. 50% of girls ages 10-13 are victims of bullying. Physical activity levels begin to decline without intervention and can lead to health problems in the future.

An independent study found that the combination of the Girls on the Run curriculum, delivered by highly trained coaches, positively impact girls' lives by helping them increase their **self-confidence, develop healthy relationships and feel good about themselves.**

“

I love getting to interact with the girls outside of the school setting. GOTR lets me see a different side to them and form bonds.  
– GOTR coach & teacher



“

Girls on the Run showed me how active I can be and how I can get along with other people even though they're different from me.  
– GOTR participant



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After reviewing the enclosed opportunities, please contact [Lisa Queenin](mailto:lisa.queenin@girlsontherun.org), Development & Outreach Manager, at [lisa.queenin@girlsontherun.org](mailto:lisa.queenin@girlsontherun.org) or [781-690-3939](tel:781-690-3939) to learn more and become a Girls on the Run Western MA sponsor.

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## OUR IMPACT

Girls on the Run Western MA has served more than **10,000** participants and **100+** schools and community sites in all 4 Western MA counties since 2015.

### FALL 2023-SPRING 2024



**1,800**  
program participants



**85**  
program sites



**300**  
volunteer coaches per  
season



4,000 people attended our spring celebratory 5K at Western New England University.



With the help of generous supporters, **65% of participants received partial or full scholarships.**

## SPONSORSHIP REACH



**Email Subscribers:** 9,000

**Social Media Followers:**

- Instagram 940
- Facebook 2,700

**Volunteer Coaches:** 500+ / year

**Friends, Family, Supporters:** 4,000+ / year

**5k Event Volunteers:** 100 per 5K event

**Program Participants:** 1,800+ / year

### GOTR WMA 5K EVENTS


Each season, the Girls on the Run 5K draws over 3,500 GOTR participants, coaches, 5K buddies, family and for a morning of inspiration and joy GOTR WMA hosts two 5K events, one in June and one in November

**Partners receive recognition and marketing exposure at the 5K events and throughout the year.**

**Fall 5K: Nov 24, 2024**  
**Spring 5K: TBA**

# 2024-2025 SPONSORSHIP OPPORTUNITIES AT-A-GLANCE

Year-long opportunities that include 2 5K Events

<b>SPONSORSHIP BENEFITS</b>	<b>PRESENTING SPONSOR</b>	<b>GIRL POWER</b>	<b>LIMITLESS POTENTIAL</b>	<b>ENERGY AWARD</b>	<b>STAR POWER</b>	
<b>BOTH SEASONS</b>	<b>\$7,500</b>	<b>\$5,000</b>	<b>\$2,500</b>	<b>\$1,000</b>	<b>\$500 one season</b>	
Logo on 5K race bibs	*					
Logo or Banner in 5K Start/Finish Chute	*					
Sponsor Spotlight in newsletter and social media	*	*				
Recognized as a sponsor of our Sneaker Soirée Event	*	*				
Logo on 5K shirts and on 2,000 program shirts *	*	*				
Opportunity to brand an interactive activity station (Photo Booth, Happy Hair, Bling Your Bib, etc.)	*	*	*			
Verbal recognition at 5K	* <i>speaking opp</i>	*	*	*		
Host water stop and/or booth and provide branded giveaway	*	*	*	*		
Name listed on 5K shirts and 2,000 program shirts *	* logo	* logo	*	*	*	
Linked logo on GOTR website	*	*	*	*	*	
Acknowledgement in social media and emails	*	*	*	*	*	
Signage at 5K	*	*	*	*	*	
Complimentary 5K entries	8	6	4	2		
Complimentary Sneaker Soirée tickets	6	4	2			

**\* Fall deadline for logo/name inclusion: Sept. 16 | Spring deadline for inclusion: March 15**

Custom sponsorship packages available upon request, including sponsor opportunities for our Sneaker Soirée fundraising event. Please contact [Lisa Queenin](mailto:lisa.queenin@girlsontherun.org) at [lisa.queenin@girlsontherun.org](mailto:lisa.queenin@girlsontherun.org) or [781-690-3939](tel:781-690-3939).



# 2024-25 SPONSORSHIP OPPORTUNITIES

## PRESENTING SPONSOR – \$7,500

Exclusive recognition as the presenting sponsor of the spring and fall season and 5K events, making it possible for hundreds of girls and their running buddies to cross the finish line and achieve their goals!

### Year-long Benefits

- Sponsor Spotlight and recognition on social media, in e-newsletter and media releases

### Premier placement of logo on:

- Back of 2,000 program shirts – distributed to girls and coaches (fall & spring)
- Program and 5K collateral
- GOTR website with link to company website

### Sneaker Soirée

- Recognized as a sponsor at our signature fundraising event
- 6 complimentary event tickets

### 5K Benefits

- **Banner/logo displayed prominently near the start/finish line as Presenting Sponsor!**
- Official Presenting Sponsor at Fall and Spring 5K with opportunities for:
  - Brief speaking opportunity at 5K and verbal recognition from event stage
  - Video/written message shared on social media
  - Host a table or booth; provide swag item
  - 8 complimentary 5K entries each season
  - Pass out finisher medals
- Logo prominently featured on:
  - 5K runner bibs
  - Back of 5K shirts for fall and spring
  - 5K Materials– Posters, emails, and event signage

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## GIRL POWER SPONSOR – \$5,000

Support an entire team of participants for one full year.

### Year-long Benefits

- Sponsor Spotlight and recognition on social media, in e-newsletter and media releases

### Prominent placement of logo on:

- Back of 2,000 program shirts – distributed to girls and coaches (fall & spring)
- Program and 5K collateral
- GOTR website with link to company website

### Sneaker Soirée

- Recognized as a sponsor at our signature fundraising event
- 4 complimentary event tickets

### 5K Benefits

- **Opportunity to brand interactive activity station (Happy Hair, Bling Your Bib, Face Painting, Photo Booth, etc.)**
- Sponsor at Fall & Spring 5K with opportunities for:
  - Verbal recognition from event stage
  - Video/written message shared on social media
  - Host sponsor table; provide swag item
  - 6 complimentary 5K entries each season
  - Pass out finisher medals
- Logo prominently featured on:
  - Back of 5K shirts for fall and spring
  - 5K Materials– Posters, emails, and event signage
  - Mile marker sign along run route



ONE-SEASON, FULL YEAR, AND CUSTOM PACKAGES ARE AVAILABLE. LET'S TALK!

[www.girlsontherunma.org](http://www.girlsontherunma.org) | [lisa.queenin@girlsontherun.org](mailto:lisa.queenin@girlsontherun.org)

# 2024-25 SPONSORSHIP OPPORTUNITIES

## LIMITLESS POTENTIAL SPONSOR – \$2,500

Support an entire team of participants for one season.

### Year-long Benefits

- Recognition on social media and content opportunities in newsletters throughout the year

### Company Name on:

- Back of 2,000 program shirts – distributed to girls and coaches (fall & spring)
- Program and 5K collateral
- GOTR website with link to company website

### Sneaker Soirée

- 2 complimentary event tickets

### 5K Benefits

- **Opportunity to brand interactive activity station (Happy Hair, Bling Your Bib, Face Painting, Photo Booth, etc.)**
- Sponsor at Fall & Spring 5K with opportunities for:
  - Verbal recognition from event stage
  - Host sponsor table; provide swag item
  - 4 complimentary 5K entries each season
- Company name featured on:
  - Back of 5K shirts for fall and spring
  - 5K Materials– Posters, emails, and event signage

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## ENERGY AWARD SPONSOR – \$1,000

Sponsor one of our coach trainings and provide curriculum materials

### Year-long Benefits

- Recognition on social media and content opportunities in newsletters throughout the year

### Company Name on:

- Back of 2,000 program shirts – distributed to girls and coaches (fall & spring)
- Program and 5K collateral
- GOTR website with link to company website

### Sneaker Soirée

- 2 complimentary event tickets

### 5K Benefits

- Sponsor at Fall & Spring 5K with opportunities for:
  - Verbal recognition from event stage
  - Host sponsor table; provide swag item
  - 2 complimentary 5K entries each season
- Company name featured on:
  - Back of 5K shirts for fall and spring
  - 5K Materials– Posters, emails, and event signage

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## STAR POWER SPONSOR – \$500 (Single season)

Provides program shirts, running shoes, and snacks for a team.

- Recognition on social media and content opportunities in newsletters for one season

### Company Name on:

- Back of 2,000+ program shirts – distributed to girls and coaches (one season)
- GOTR website with link to company website

### 5K Benefits

- Sponsor at Fall or Spring 5K with opportunities for:
  - Host sponsor table; provide swag item
- Company name featured on:
  - Back of 5K shirts for fall or spring
  - 5K Materials– Posters, emails, and event signage



# Sneaker Soiree

## Sponsorship Opportunities

Thursday, October 3, 2024  
Springfield Country Club

### Celebrating 10 Years of Empowering Girls

Join Girls on the Run Western MA for our 2nd Annual Sneaker Soirée! By becoming an event sponsor, you can help us make our program accessible to more girls. Sneaker Soirée attendees will enjoy an evening of drinks and light fare, a silent auction, and an inspiring words from GOTR girls and coaches.

## LEVEL

## SPONSORSHIP BENEFITS

### INSPIRATION SPONSOR: \$5,000

*Provides full scholarships and snacks for 30 program participants (two entire teams!)*

- Title sponsor of the Sneaker Soiree
- Prominent placement of company logo on event materials, including invites, event and auction website, event signage, and full page in event program.
- Speaking opportunity at the Soiree; verbal recognition at event
- Recognition as the Presenting Sponsor in our e-newsletter, on GOTR social media platforms, and in media release.
- One spotlight article in monthly newsletter for month of October highlighting your organization, linked to blog post regarding presenting sponsorship
- Table for 10 guests with tabletop signage
- Logo on GOTRWMA program t-shirt for upcoming season; Company banner at the Fall 5K
- Company name/logo in all weekly parent & coach emails

### CONFIDENCE SPONSOR: \$2,500

*Provides full scholarships and snacks for 15 program participants (an entire team)*

- Prominent placement of company logo on event materials, including the event and auction website, event signage, full page ad in event program.
- Verbal recognition at the event
- Recognition as a sponsor in our e-newsletter, on GOTR social media platforms, and in media release.
- 8 Soirée tickets and tabletop signage
- Name on GOTRWMA program t-shirt for upcoming season; Company banner at the Fall 5K

### JOYFUL SPONSOR: \$1,000

*Provides full scholarships for half a team*

- Company logo/name on event materials, including the event and auction website, event signage, half page ad in event program.
- Verbal recognition at the event
- Recognition as a sponsor in our e-newsletter and GOTR social media platforms
- 6 Soirée tickets and tabletop signage

### STRENGTH SPONSOR: \$500

*Provides full scholarships for 3 participants*

- Company name on event materials, including the event and auction website, event signage, quarter page ad in event program.
- Verbal recognition at the event
- Recognition as a sponsor in our e-newsletter and GOTR social media platforms
- 4 Soirée tickets



# 2024-25 PLEDGE FORM

## BECOME A GIRLS ON THE RUN SPONSOR TODAY!

Your generosity helps make our programs and 5K celebrations accessible for all girls, regardless of their family's financial circumstances. Your investment provides positive exposure for your brand and is instrumental to bringing our transformational program to 1,800 girls and families, and to their school communities.

### GOTR WMA Sponsorship Level (check one):

- Presenting Sponsor \$7,500 (both seasons)
- Girl Power \$5,000 (both seasons)
- Limitless Potential \$2,500 (both seasons)
- Energy Award \$1,000 (both seasons)
- Star Power \$500 (one season)

### Add-On Opportunities:

- 2024 Sneaker Soirée Event (October 3, 2024)
- End-of-Year Matching Gift Supporter (Nov-Dec 2024)

\*We will send you additional details as each comes with additional promotional benefits.

Total Sponsorship amount for 2024

\$ \_\_\_\_\_

To become a sponsor, please complete this form and return it to Girls on the Run Western MA by email to [lisa.queenin@girlsontherun.org](mailto:lisa.queenin@girlsontherun.org) or mail to 16 Center St., Suite 318, Northampton, MA 01060.

### Sponsor Information

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

Contact Name: \_\_\_\_\_

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

City, State & Zip Email: \_\_\_\_\_

Phone: \_\_\_\_\_

### More Ways to Give & Engage

- Donate an auction item for our Sneaker Soiree
- Donate goods, such as post 5K food/water, gift cards for incentives, sneakers, office supplies
- Donate services such as copy & print services, equipment rental, photography, space for trainings
- Volunteer opportunities for your employees
- Host a lunch and learn
- A matching gift in your workplace giving program
- Join a GOTR WMA Committee or Board

**Payment can be made online at [www.girlsontherunwesternma.org/donate](http://www.girlsontherunwesternma.org/donate) or by check payable to Girls on the Run Western MA. We welcome the chance to partner with you!**

Contact Lisa Queenin, Development & Outreach Manager  
[lisa.queenin@girlsontherun.org](mailto:lisa.queenin@girlsontherun.org) | 781-690-3939

