



Girls on the Run of Atlanta, Inc.  
More than a running program...



Sponsorship Opportunities



# Our Mission

- The mission of Girls on the Run of Atlanta, Inc. (GOTR Atlanta) is to be “More than a running program.”
- We use the power of running to provide girls with the tools to:
  - Celebrate their bodies
  - Honor their voices
  - Recognize their gifts, and
  - Stay true to themselves and live free from societal stereotypes.
- Our purpose is to interact with girls in 3<sup>rd</sup>- 8<sup>th</sup> grade in an environment that can:
  - Provide them with the support to make healthy choices;
  - Inspire them to set and achieve goals; and
  - Encourage them to incorporate a healthy lifestyle and physical activity into daily living.



# What is Girls on the Run?

- Girls on the Run of Atlanta offers a life changing, experiential learning program for 3rd through 8th grade girls.
- This innovative program combines training for a 5K running race with character building and self-esteem enhancing activities – in an incredibly FUN way!
- Participants gain a better understanding of how to make healthy decisions, resolve conflict, maintain a positive attitude, build strong and supportive relationships, and cooperate effectively in a group to prepare for a lifetime of self-respect and healthy living.
- Our Programs, Girls on the Run (for 3rd through 5th grade girls) and Girls on Track (for 6th through 8th grade girls), are 10-week programs offered in the fall and spring that meet twice a week for one and a half hours during the academic year. Participants meet in groups of up to 15 girls and 2-3 coaches at schools, community centers, and parks.
- More than 150 individuals of diverse backgrounds and ages are certified as volunteer Girls on the Run coaches to guide and mentor the girls through the curriculum each season.





# History of Girls on the Run

## Girls on the Run International?

- Began in Charlotte, North Carolina, in 1996 by Molly Barker
- Available in over 160 cities across the country
- Served more than 60,000 girls this past year
- New Balance Girls on the Run 5K race series is the second largest race series in the nation



## In Atlanta, We:

- Serve more than 1,100 girls in 3rd-8th grade at more than 40 locations in 7 counties: Cobb, Coweta, Dekalb, Fulton, Fayette, Gwinnett and Henry.
- Provide full and partial scholarships for 30% of our participants.
- Train and support over 200 coaches who volunteer to mentor girls in their communities.
- Host two New Balance Girls on the Run 5K races at the end of each program season. More than 1,100 race participants.
- Recognized in 2010 by the Martin Luther King Jr. Community Service Award for our positive impact on Atlanta youth.





# Sponsorship Opportunities

More than a running program...

- ❖ Season Program Sponsor
- ❖ Sponsor the GOTR-Atlanta 5K
- ❖ SoleMate Sponsor

Use the **power** of **running** to Make a **difference** in the **life** of a girl





# Season Program Sponsor

**Our Programs** run for 10-weeks in the fall and spring in seven counties (Cobb, Coweta, Fulton, Fayette, Dekalb, Henry and Gwinnett). Girls meet twice a week for one and a half hours after school. Each program serves 8-15 girls and 3-4 coaches at schools, community centers and parks.

## \$3,000 or higher

- Logo on practice program t-shirts\* worn during the season and on race-day for all GOTR-Atlanta participants and volunteers at all sites across Atlanta. (\*Option of logo on water bottles or journals with same distribution).
- Acknowledgement on program flyers and registration forms which are distributed to all eligible participants and their families at schools and program sites.
- Acknowledgement in E-newsletter (distribution of 1,500).
- Logo on GOTR-Atlanta sponsor web page.
- Company ad included in weekly "Coaches' Corner" e-blast to over 150 coaches.

## Under \$3,000

- Special recognition will be provided for donations under \$3,000, and will be individualized depending on the donation. An example might be a note home to parents acknowledging company provided snacks.

## The Impact of Your Investment:

- **\$30,000** hires a new regional program director to help grow and manage the program
- **\$10,000** pays for the GOTR 5K race fees for All participants and coaches
- **\$3,000** supports a program of 15 girls at one site
- **\$1,000** provides training for 20 new coaches
- **\$500** provides 100 girls with practice t-shirts
- **\$200** sponsors one girl's participation in the program



# New Balance Girls on the Run 5K Race Series

## Fall GOTR5K Race

November 14, 2010 9am  
Atlanta Youth Soccer Assn.  
Arizona Soccer Complex, Atlanta

### 2009 Results:

- Over 1,100 runners, 72% female runners
- 400 GOTR runners representing families from 6 Metro Atlanta counties, over 200 spectators, 100 race day volunteers
- 60% of Runners from zip codes outside race neighborhood
- 125 Girls on the Run Coaches

## Spring GOTR5K Race

April 30, 2011 8am  
WestStride Running Store  
W. Paces Ferry at I-75

### 2010 Results:

- First year at new venue: 1,100 runners, 200 spectators and 150 coaches



| <b>GOTR 5K Sponsorship Benefits</b>  | <b>Presenting<br/>\$10,000</b>       | <b>Ironman<br/>\$7,500</b>                  | <b>Marathon<br/>\$5,000</b>         | <b>10K<br/>\$2,500</b>             | <b>5K<br/>\$1,000</b>              | <b>Race Buddy<br/>\$500</b>         | <b>Mile<br/>Marker<br/>\$250</b>              |
|--|--------------------------------------|---|-------------------------------------|------------------------------------|------------------------------------|-------------------------------------|---|
| Featured as exclusive, presenting 5K sponsor: “the New Balance 5K presented by (company name)” | *                                    |   |                                     |                                    |                                    |                                     |   |
| Top sponsor billing in all advertising, including radio, print and electronic                  | *                                    |   |                                     |                                    |                                    |                                     |   |
| Speaking opportunity on race day   | *                                    |   |                                     |                                    |                                    |                                     |   |
| Name or logo on the front of all 5K and volunteer t-shirts (1,500 shirts)                      | *                                    |   |                                     |                                    |                                    |                                     |   |
| Opportunity for 5K pre-registration event at company location                                  | *                                    | *   |                                     |                                    |                                    |                                     |   |
| Name or Logo on 5K registration form and all race related collateral                           | *                                    | *   |                                     |                                    |                                    |                                     |   |
| Name or Logo on event website  | *                                    | *   | *                                   |                                    |                                    |                                     |   |
| Name or Logo on e-blast promoting race   | *                                    | *   | *                                   |                                    |                                    |                                     |   |
| Logo or name on the back of all 5K and volunteer t-shirts (1,500 shirts)                       |                                      | *   | *                                   | *                                  | *                                  | (name only)                         |   |
| Sponsor table at event   | *                                    | *   | *                                   | *                                  | *                                  |                                     |   |
| Name or logo in monthly newsletter (distribution @ 1,500)                                      | *                                    | *   | *                                   | *                                  | *                                  | *                                   |   |
| Insert in all Goody Bags for all runners   | *                                    | *   | *                                   | *                                  | *                                  | *                                   | *   |
| Number of complimentary 5K entries   | 5                                    | 4   | 3                                   | 2                                  | 1                                  |                                     |   |
| Banner Placement   | <b>Prominent at start and finish</b> | Start & Finish                              | Near Start                          | Near Finish                        | Near Finish                        | Water Station                       | Mile Marker                                   |
| Number of verbal mentions at 5K  | 5                                    | 4   | 3                                   | 2                                  | 1                                  |                                     |   |
| <b>Impact of your investment in GOTR-Atlanta</b>   | <b>Sponsors 50 girls in program</b>  | <b>Sponsors 5K t-shirts for all runners</b> | <b>Sponsors 25 girls in program</b> | <b>Sponsors 12 girls or 1 site</b> | <b>Sponsors 5 girls in program</b> | <b>Covers race fee for 25 girls</b> | <b>Covers race fee for 10 running buddies</b> |





presented by:



# Local SoleMate Sponsor

SoleMates is the charity running leg of Girls on the Run of Atlanta, Inc. (GOTR). In our inaugural year hosting a team of athletes (male and female) who pursue individual goals, such as running a marathon, 5K or triathlon, we had 25 participants and raised \$9,000, enough to sponsor three full scholarship programs in Atlanta.

GOTR invites you to support our athletes by becoming a SoleMate sponsor. Your sponsorship allows us to support team members towards their goal while promoting your brand to an enthusiastic audience. Runners receive a goody bag with sponsor premiums, meet weekly for training runs at local running stores, gather for monthly info meetings with guest speaker and come together for celebratory pasta dinner.

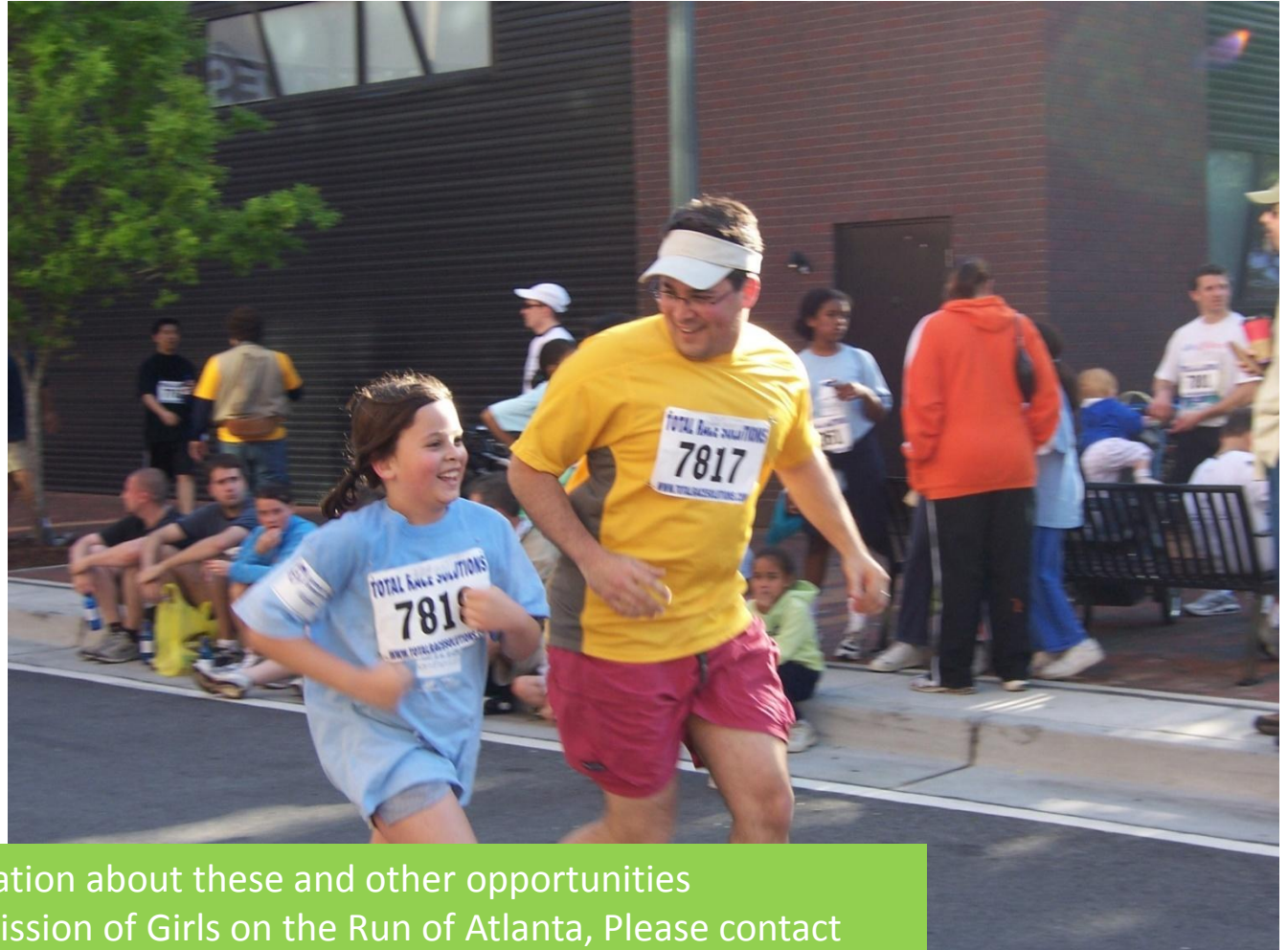
Use the **power**  
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Make a  
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| SoleMate Sponsorship Benefits                       | \$5,000 | Sponsor Pasta Dinner | \$2,500 | \$1,000 | \$500 |
|---|---------|----------------------|---------|---------|-------|
| Name or logo on local training singlet              | *       |                      |         |         |       |
| Featured as presenting sponsor at celebratory event | *       | *                    |         |         |       |
| Name or logo on all local promotional materials     | *       | *                    | *       |         |       |
| Name or logo on GOTR-Atlanta SoulMate web site page | *       | *                    | *       | *       |       |
| Insert in goody bags for local runners              | *       | *                    | *       | *       | *     |

**In-kind donations** of running services and gear are needed and much appreciated! Consider donating a free massage or pedicure for one of our informational sessions or an item for the goody bag.



# Why We Run...



For more information about these and other opportunities to support the mission of Girls on the Run of Atlanta, Please contact Sue Payne at 678-992-2670 or [sue@girlsontherunatlanta.org](mailto:sue@girlsontherunatlanta.org)