



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 12-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 200 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 170 cities across the country
- Served more than 80,000 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 1,200 girls in 3rd-8th grade at more than 50 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 1,500 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 12-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 8-15girls 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 200 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>	<i>Presenting \$5,000</i>	<b>Marathon \$2,500</b>	<b>5K \$1,000</b>	<b>Race Buddy \$500</b>	<b>Mile- Marker \$250</b>
Featured as exclusive, presenting sponsor:	*				
Top sponsor billing in all advertising. Company highlighted in all social media venues and print material for duration of program season (5 months).	*				
Logo featured on 5K race hat	* larger	*sm. logo	*name only		
Name/logo on e-blast promoting race	*	*	*	*	
Sponsor table at event	*	*	*	*	
Company highlight featured in weekly e-newsletter to parents and coaches and on social media venues throughout the season (number of placements varies from weekly to twice per season by sponsorship level).	*	*	*	*	*
Name/ logo on all race-related collateral (placement and size by level)	*	*	*	*	*
Name/logo on event website (placement and size by level)	*	*	*	*	*
Sponsor Wall featuring individual company banner at race expo (banner size ranges from 3'x2' to 18" , size varies by sponsorship level)	*	*	*	*	*
Insert in all Goody Bags for all runners (inserts provided by sponsor)	*	*	*	*	*
★ 5K pre-registration event at company	*		*	*	*
Number of complimentary 5K entries	<b>5</b>	<b>3</b>	<b>2</b>	<b>1</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.

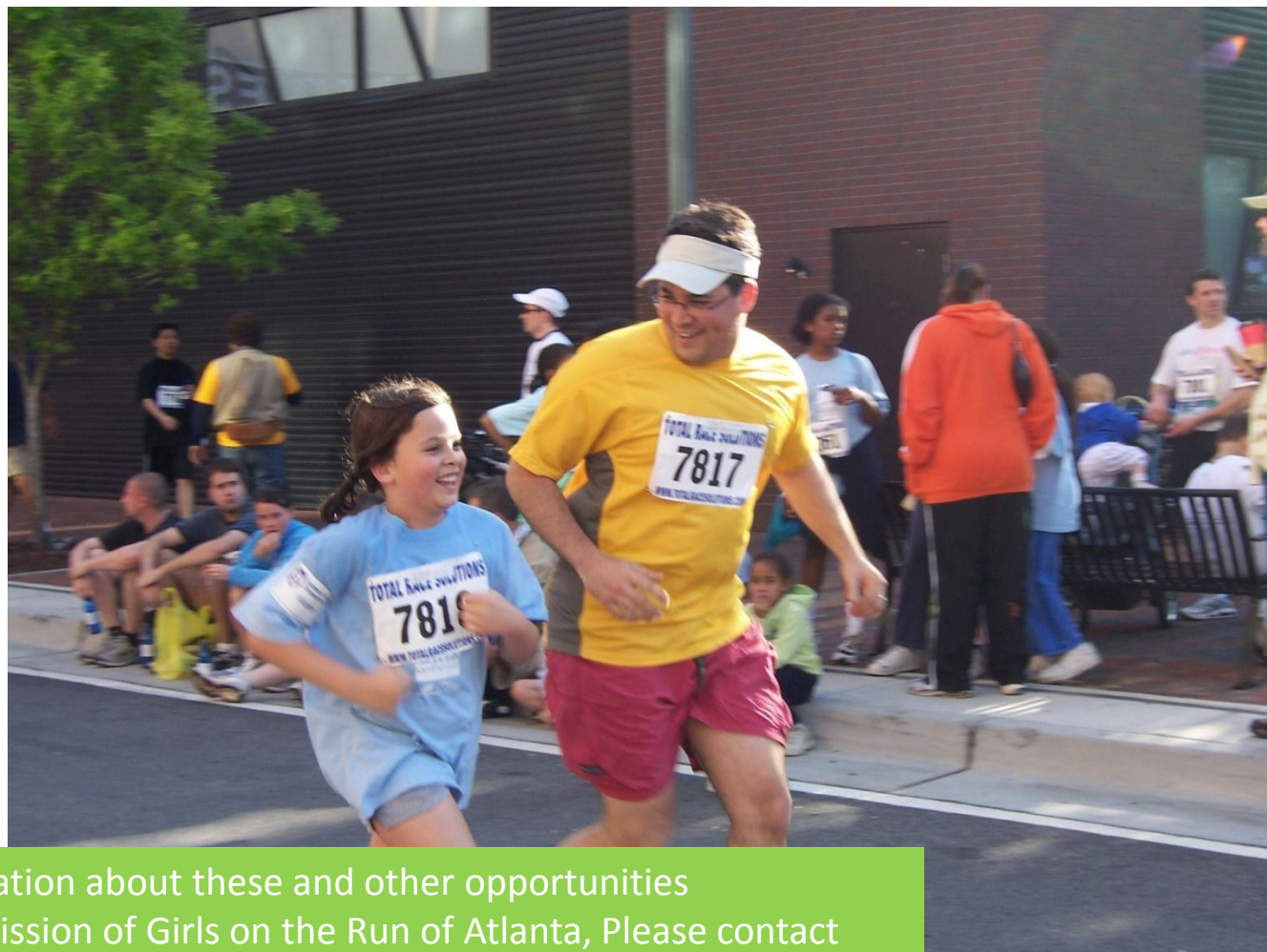
Use the **power**  
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SoleMate Sponsorship Benefits	\$5,000	Sponsor Pasta Dinner	\$2,500	\$1,000	\$500
Name or logo on local training singlet	*				
Featured as presenting sponsor at celebratory event	*	*			
Name or logo on all local promotional materials	*	*	*		
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)