



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 inspire girls to be Joyful, Healthy and Confident using a fun, experience-based curriculum which creatively integrates Running.
- We use the power of running to provide girls with the tools to:
 - Celebrate their bodies
 - Honor their voices
 - Recognize their gifts
 - Stay true to themselves and live free from societal stereotypes
- Our purpose is to interact with girls in 3rd- 8th 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 3-4 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 more than 190 cities across the country
- Served more than 103,000 girls this past year
- Girls on the Run 5K race series is the second largest race series in the nation



In Atlanta, We:

- Serve more than 1,500 girls in 3rd-8th grade at more than 60 locations in 4 counties: Cobb, DeKalb, Fulton and Gwinnett.
- Provide full or partial scholarships for 30% of our participants.
- Train and support 200+ coaches who volunteer to mentor girls in their communities.
- Host two Girls on the Run 5K races at the end of each program season for more than 2,000 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
- ❖ Girls on the Run of Atlanta 5K Sponsor
- ❖ SoleMates Sponsor





Season Program Sponsor

Our Programs run for 12 weeks in the fall and spring in four counties (Cobb, Fulton, DeKalb and Gwinnett). Girls meet twice a week for 90 minutes after school. Each program serves 8-15 girls with 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 field bags 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 4,500) and on social media outlets.
- Logo on GOTR-Atlanta sponsor web page.
- Company ad included in weekly "Coaches' Corner" e-blast to 200+ coaches.

Under \$3,000

- Special recognition will be provided for donations under \$3,000, and will be individualized depending on the donation. Examples include social media mentions via our Blog or Facebook page.

The Impact of Your Investment:

- **\$30,000** hires a new regional program director to help grow and manage the program
- **\$10,000** offsets expenses for the GOTR 5K race.
- **\$3,000** supports a program of 15 girls at one site
- **\$1,000** provides curriculum materials to start 4 new teams
- **\$500** provides 100 girls with program t-shirts
- **\$225** sponsors one girl's program participation, race fee and provides a pair of New Balance running shoes



Girls on the Run 5K Race Series

Fall GOTR5K Race

November 11, 2012 9am
Atlanta Youth Soccer Association
Arizona Soccer Complex, Atlanta

2011 Results:

- Over 2,000 runners, 72% female runners
- 800 GOTR runners representing families from 6 Metro Atlanta counties, over 200 spectators, 150 race day volunteers
- 60% of Runners from zip codes outside race neighborhood
- 225 Girls on the Run Coaches

Spring GOTR5K Race

April 28, 2012 8am
WestStride Running Store
W. Paces Ferry at I-75

2011 Results:

- Second year at new venue:
- 1,800 runners, 200 spectators, 225 coaches and 150 race day volunteers





Girls on the Run of Atlanta 5K Race Sponsor

GOTR 5K Sponsorship Benefits	Presenting \$10,000	Marathon \$5,000	10K \$2,500	5K \$1,000	Race Buddy \$500	Expo Booth \$250
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 t-shirts	* larger	*sm. logo				
Name/logo on e-blast promoting race	*	*	*			
Company highlight featured in weekly e-newsletter to parents and coaches and on social media venues throughout the season (number of placements varies 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 and placement varies by sponsorship level)	*	*	*			
Insert in all goody Bags for all runners (inserts provided and paid for by sponsor)	*	*	*	*	*	*
5K pre-registration event at company	*	*	*	*		
Number of complimentary 5K entries	8	5	3	2	1	0
Sponsor table at event	*	*	*	*	*	*

Sponsorship Deadline: **January 13, 2012**. Proceeds from the race benefit Girls on the Run of Atlanta, Inc. an independent 501©3 non-profit.



presented by:



Local SoleMates 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, which is enough to sponsor three full scholarship programs in Atlanta .

GOTR invites you to support our athletes by becoming a SoleMates 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 monthly for training runs at local running stores, gather for monthly info meetings with guest speaker and come together for a celebratory pasta dinner.

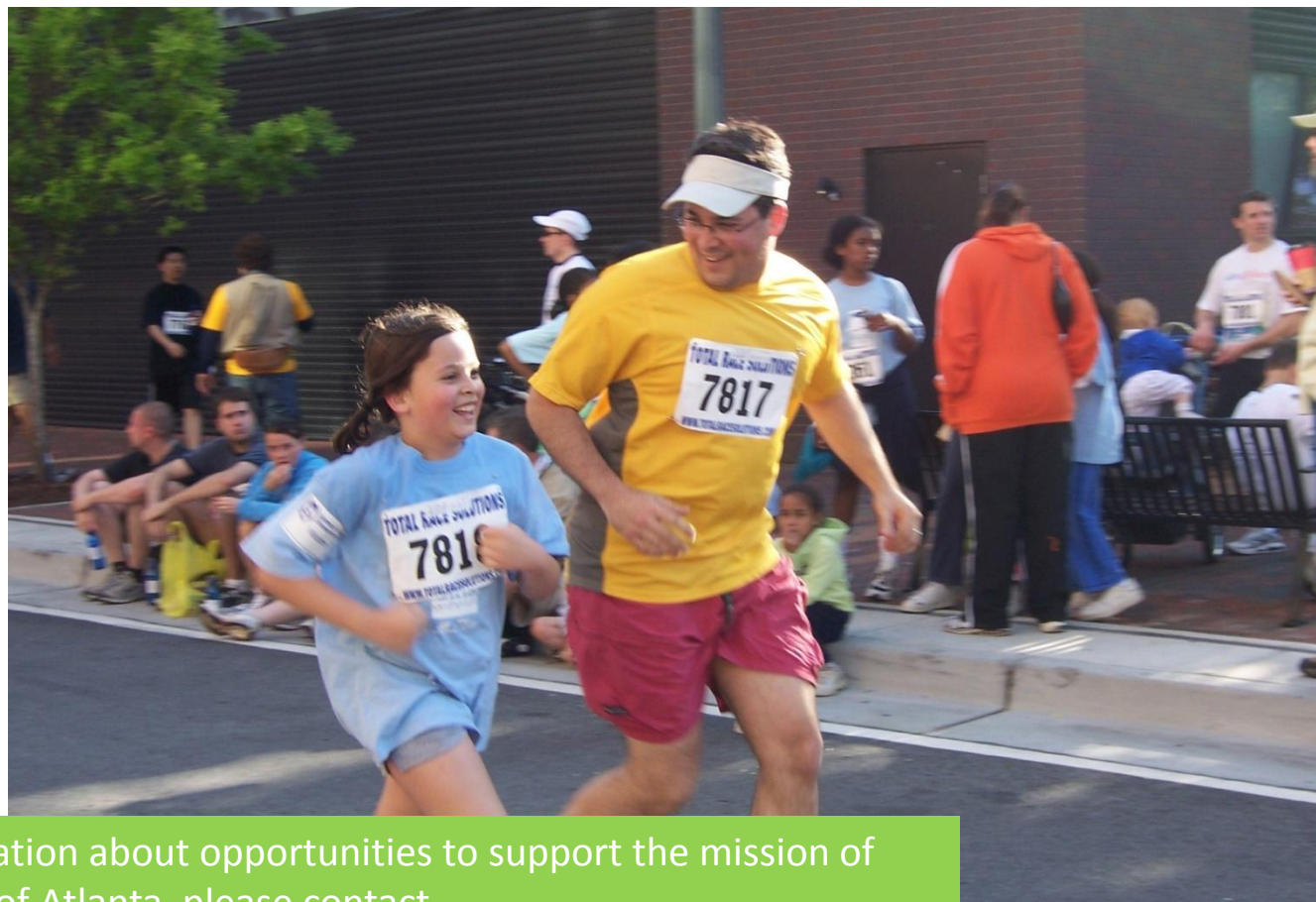
SoleMates Sponsorship Benefits	\$5,000	Sponsor Pasta Dinner	\$2,500	\$1,000	\$500
Name or logo on local training singlet	*				
Featured as presenting sponsor at celebratory event	*	*			
Name or logo on all local promotional materials	*	*	*		
Name or logo on GOTR-Atlanta SoleMates web site page	*	*	*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

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

In-kind donations of running services and gear are needed and much appreciated! Consider donating free massages or pedicures for one of our informational sessions or an item for the goody bags.



Why We Run...



For more information about opportunities to support the mission of Girls on the Run of Atlanta, please contact Sue Payne, Executive Director sue@girlsontherunatlanta.org 678-992-2670