

PARTNERSHIP OPPORTUNITIES

FALL 2023 5K SERIES



OUR 5K EVENTS

- Sat. Nov. 4th - Colorado Springs
- Sun. Nov. 5th - Fort Collins
- Sun. Nov. 12th - Denver

Anticipated total runners: 5,000+

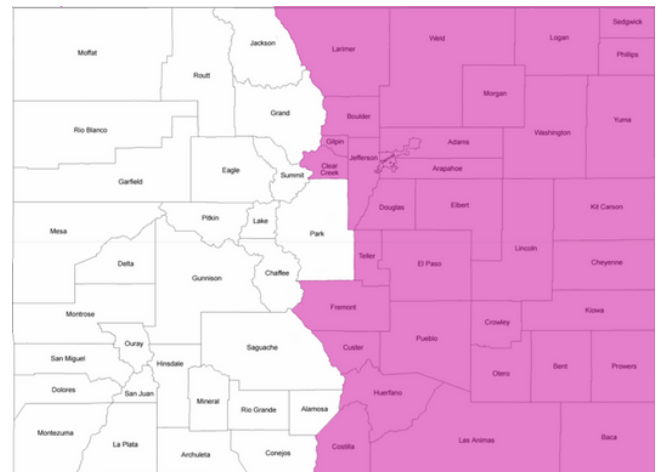
Anticipated total spectators: 3,000+

WHAT WE DO

At Girls on the Run, we are changing the narrative about what it means to be a girl and shifting the way girls see themselves and their opportunities. We teach girls that their opinion matters and that they deserve to be heard, to celebrate what makes every girl unique, and to believe that they each have strengths, talents, and skills that are valuable across many contexts and situations. It is our goal that girls learn to dampen the societal noise telling them how they should act and who they should be and, instead, ignite the spark within them to bring lasting change. Girls on the Run is an innovative health education and wellness program that uniquely combines training for a 5K run/walk event with life-changing, self-esteem enhancing lessons that encourage healthy habits and an active lifestyle in 8 - 13 year-old girls (3rd - 8th grade).

WHO WE SERVE

Each year our council serves almost 6,000 girls along the Front Range from Fort Collins to Pueblo and everywhere in between. Girls on the Run is a program for ALL girls. Over 70% of our participants are in-need of financial support in order to be a part of our life-changing program. As an organization, we raise nearly \$500,000 annually to support teams and individuals in-need. This map indicates counties that are within the territory that we serve in Colorado. Expanding access to our programs has always been a high priority for our organization and we have grown exponentially since we were founded in 2005.



WHY PARTNER WITH US

Girls on the Run is a leader in youth development and recognized as a top research-based program in a Social-Emotional Learning Guide developed by researchers at Harvard University. Additionally, Girls on the Run has been named one of the most influential after-school programs in Health & Wellness by the National Afterschool Association (NAA). By supporting Girls on the Run as a corporate partner, you are helping more girls learn to honor their voices, embrace their gifts, and celebrate their strengths.

Partner Perks ↓	Presenting	Finish Line	Volunteer	Water Stop	Race Bib	Mile Marker	Post Event Booth
Exclusivity						3 available	Unlimited
Custom Start Line Banners	2	2	2	2	1	1	
Social media mentions	5	3	2	2	1	1	
Logo on website							
Race registrations	10	3	3	3	2		
Logo in eBlasts to 10,000+ contacts							
Volunteer group opportunity							
VIP Race registration & bib pick up							
Run with a Team on Race Day							
Registration code for stakeholders							
Speaking opportunity at 5K							
Company banners at finish line							
Logo on all volunteer shirts							
Signage at water stop							
Logo on all bibs							

PRESENTING PARTNER

\$10,000 (1 available)

- Exclusive partner for all races
- Company logo and name on all event collateral, including custom start line banners (2)
- Unique & exclusive opportunity to partner with a Girls on the Run team on race day
- Special race registration and bib pick up tent for all company employees, family, & friends
- Custom \$5 off registration code to be shared with employees, family, & friends
- Company logo and link on the GOTR Rockies homepage
- Speaker opportunity at race start
- Prominent booth space at the post event expo for all races
- 10 Complimentary race entries
- 5 unique social media mentions via Facebook & Instagram
- Company logo and mentions in eBlasts to active database of 10,000+
- Ongoing mentions on race day

FINISH LINE PARTNER

fulfilled by HealthONE

- Company banners prominently displayed at finish line (provided by partner)
- Company logo and name on all event collateral, including custom start line banners (2)
- Unique group volunteer opportunity at Finish Line handing out refreshments to runners
- Company logo on GOTR 5K website
- 3 Social Media mentions via Facebook & Instagram
- 3 Complimentary race entries
- Booth space at post event expo for all races
- Ongoing mentions on race day

VOLUNTEER PARTNER

fulfilled by Arrow

- Company logo on all volunteer t-shirts (approximately 200)
- Unique group volunteer opportunity at Registration
- Company logo and name on all event collateral, including custom start line banners (2)
- Company logo on GOTR 5K website
- 3 Social Media mentions via Facebook & Instagram
- 2 Complimentary race entries
- Booth space at post event expo for all races
- Ongoing mentions on race day

WATER STOP PARTNER

\$2,500 (1 available)

- Company signage at water stop (seen by all 5,000+ runners)
- Unique group volunteer opportunity at water stop on the course
- Company logo on custom start line banner (2)
- Company logo on GOTR 5K website
- 3 Social Media mentions via Facebook & Instagram
- 2 Complimentary race entries
- Booth space at post event expo

RACE BIB PARTNER

fulfilled by Jordy Constructon

- Company logo on all race bibs (5,000+ bibs)
- Company logo on custom start line banner (1)
- Company logo on GOTR 5K website
- Custom tear tag to offer runners coupon, discount, product in-exchange for visiting expo booth, etc
- Complimentary race entries (2)
- Booth space at post event expo

MILE MARKER PARTNER

\$500 (1 of 3 available)

- Custom mile marker sign with company logo
- Company logo on custom start line banner (1)

POST EVENT EXPO BOOTH

\$195 or \$350 for all races (unlimited)

- Booth space at post event expo - 10' x 10' space
- Opportunity to engage with participants and spectators after the event (over 5,000 unique households)
- Ongoing mentions on race day

HAVE ANOTHER IDEA IN MIND?

Contact Lauren Pietrek, Development & Marketing Director, for custom partnership opportunities:
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