Program Sponsorship Opportunities
SPRINT-FALL 2017

GIRLS ON THE RUN OF THE BIG BEND (GOTR) is a physical activity based, positive youth development program designed to develop and enhance girls’ social, psychological and physical competencies to successfully navigate life experiences.

OUR 10 WEEK PROGRAM uses running, games and meaningful discussions to teach specific life skills and encourage healthy decision making. Girls develop strength of character, respond to others and oneself with care and compassion, create positive connections with peers and adults while making meaningful contributions to our local community and society. GOTR teams are led by trained and supportive Coach Mentors who guide the girls through the curriculum and prepare them to run or walk in an end of season celebratory 5k event with their teammates and community members.

THE OUTCOME... GOTR girls are less likely to participate in unhealthy and risky behavior or have negative self-esteem or body image. Instead, they unleash confidence through accomplishment, while establishing a lifetime appreciation of wellness and positive lifestyle choices.

“I liked that the lesson made you believe in yourself every time.”
As today’s culture creates unrealistic expectations that are impossible to meet, Girls on the Run of the Big Bend is a positive force providing significant impact on the lives of young girls in our area. Through participation in Girls on the Run, girls learn how to tap into their authentic self, strengthen it and then share it with joy and energy in their community. That’s important because there’s a lot at work against these girls. Research on these very topics tells us:

> One in four middle school females reports being cyberbullied or harassed through new media technologies, which include texting, social media, instant messaging and email.

> Rates of girls considered overweight are on the rise. However, the percentage of girls describing themselves as overweight is higher than the number of girls who are classified as such.

> Negative body image perceptions and the subsequent destructive behaviors that result are on the rise among pre-teens across the Nation. 53% of 13 year old girls are unhappy with their bodies. That number increase to 78% by age 17.

> Only 21% of girls believe they have the key quality required to be a good leader.

Girls on the Run is a proven, positive character development program that works to overcome the everyday challenges girls face.

Girls leave our program with a strong sense of self and the tools that equip them to speak up for themselves when faced with negative influences. Here’s proof:

> Based on national GOTRI post season data, the number of girls who said they were comfortable with their bodies increased from 67% preseason to 73% postseason.

> The top adjectives GOTR participants use to describe themselves post season are “strong, healthy and special.”

> By the end of season, more girls considered themselves leaders and as positive contributors to their community.

“What I liked most was being able to meet new friends and run while finding out who I really am.”
Program Sponsorship Opportunities
Spring-Fall 2016

Your Support Changes Everything

Our data shows we are making progress and you can be part of the solution.

WHY SUPPORT GOTR? Girls on the Run of the Big Bend only partners with value driven, like-minded organizations. With connections to over 600 Big Bend families and supporters who value health, wellness and active lifestyles, we will positively promote the role you play in supporting our mission.

As a sponsor for GOTR of the Big Bend, your business will receive benefits that will 1) promote your brand identity, 2) offer opportunities for employee engagement, and 3) provide involvement in a wide reaching community outreach and promotional events. Please review the opportunities outlined within this sponsorship packet to find the right fit for your organization.

Additionally, we provide full program scholarships based on financial need to girls who would otherwise be unable to participate in our program. Sponsorship contributions go directly toward our strategic growth plan to add new sites each season and increase access to more girls across our region.

IN-KIND DONATIONS

In-kind donations such as food, beverages, prizes, equipment, program materials or discounts on services and merchandise are accepted if they meet a specific programming or event need. A donation that is offered in-kind is considered at 100% of its cash value. We encourage any organization interested in offering an in-kind donation to also consider sponsoring a girl for an additional $150.

1,322 FAMILIES, Coaches, Running Buddies at 5k events
Girls on the Run of the Big Bend Spring - Fall 2017
Sponsorship Benefits

Program & Event Sponsorships
Opportunities that support growth of our Council and Teams

$3000-$5000 Empower Sponsor
- Logo and Website listed on GOTRBB website
- Sponsor recognition with logo and website recognition on GOTRBB social media sites
- Two donor spotlight in monthly eblasts.
- Sponsor recognition on signage at 2 signature 5ks
- Verbal sponsor recognition at annual events
- Three to Five 5K entries and Event T-Shirts at 2 signature 5ks
- Opportunity to include item in event and 5k swag bags

$750-$2999 Inspire Sponsor
- Logo and Website listed on GOTRBB website
- Sponsor recognition with logo and website recognition on GOTRBB social media sites
- Sponsor recognition on signage at 2 signature 5ks
- Verbal sponsor recognition at annual events
- One to Three 5K entries and T-Shirts at 2 signature 5ks
- Opportunity to include item in event and 5k swag bags

Team Sponsor ($890-$4300)
- Logo and Website listed on GOTRBB Event website
- Logo recognition on Program and 5k Event T-Shirt
- Sponsor recognition with logo and website recognition on GOTRBB social media sites
- Sponsor recognition on signage at sites and 5k event
- Verbal sponsor recognition at event
- One to five 5K entries and T-shirts at 2 signature 5ks.
- Opportunity to include item in event swag bag

In-Kind Sponsor
- Logo and Website listed on GOTRBB Event website
- Sponsor recognition with logo and website recognition on GOTRBB social media sites
- Opportunity to include item in 5k event swag bag
- Special recognition in GOTRBB newsletter dependent on item/service donated
Girls on the Run of the Big Bend
Sponsor Agreement Form

Company Name: _______________________________________________________________

agrees to provide a financial/in-kind sponsorship for the Girls on the Run of the Big Bend. As a sponsor, I understand that I will receive the applicable sponsorship benefits described in this packet based on our selected level of support. I further understand that these benefits will not be valid until this agreement is signed and our check has been issued to and accepted by Girls on the Run of the Big Bend, Inc. As a sponsor, I agree to provide high resolution digital art work for all promotional advertising and marketing opportunities.

Please indicate desired sponsorship:

_____ Empower Sponsor: $3000- $5000

_____ Inspire Sponsor: $750- $2900

_____ Team Sponsor: $890- $4300

_____ In-kind Sponsor: varies

Sponsor Name: ___________________________________________________________________

Address: _______________________________________________________________________

City: ___________________________ State: _______ Zip: ___________________________

Contact/Representative: _________________________________________________________

Email: _________________________________________________________________________

Phone: _________________________________________________________________________

Authorized Sponsor Signature ___________________________ Date _____________________

Please send this completed agreement with check made payable to:
Girls on the Run of the Big Bend, Inc.
P.O. BOX 13686, Tallahassee, FL 32317 or pay online at www.gotrbigbend.org