

Sponsorship Opportunities

Girls on the Run of Puget Sound



Empower Girls and Reach our Community of Supporters

Girls on the Run of Puget Sound is a non-profit organization whose mission is to use the power of running to educate and prepare preteen girls for a lifetime of self-respect and healthy living. Since 2002, we have operated an after-school prevention program for 3rd to 5th grade girls at sites in the Puget Sound region. Our curriculum was designed by Molly Barker, the founder of Girls on the Run International, and provides girls with tools to help them maintain strong physical, social and mental health as they move into adolescence. In 2008, we served over 150 girls at 8 sites in the Puget Sound region, and involved more than 255 adult volunteers. Learn more about our organization at www.girlsrun.org.

For businesses that believe in empowering girls and that would like to reach our network of over 2,000 community supporters, Girls on the Run of Puget Sound offers corporate and in-kind sponsorship opportunities. Details on levels and benefits are below. If you have any questions or would like more information, please contact Kerin Brasch at 206-528-2118, kerin@girlsrun.org.

Sponsorship – Year-Long Support of Healthy and Confident Girls and Women

Sponsorship provides year-round support for Girls on the Run of Puget Sound. It includes our

- fall and spring program sessions
- fall New Balance Girls on the Run 5K race
- spring New Balance Girls on the Run 5K race
- and our annual Ready, Set...Go Girl! Soiree & Auction.

Your contribution will help us purchase supplies, provide quality staff support to volunteers, and host successful community events that celebrate strong, confident and healthy girls and women. Sponsorship levels are listed below, and described in detail in the following graph.

Platinum, \$5,000: Exclusivity, year-long brand exposure, community outreach, marketing opportunities and 4 VIP passes to each of our major events.

Gold, \$2,500: All the benefits of Platinum, minus exclusivity.

Silver, \$1,000: Year-long brand exposure, marketing opportunities and 2 VIP passes to each of our major events.

Bronze, \$500: Year-long brand exposure and 2 VIP passes to each of our major events.

<u>Sponsor Benefits</u>	<u>Corresponding Sponsor Level</u>
Exclusivity Exclusive sponsorship rights within your industry sector. <i>Offered on a first come, first serve basis.</i>	Platinum
Community Outreach Opportunity to have a booth at our fall and spring New Balance Girls on the Run 5K races.	Platinum Gold
Marketing Opportunities Opportunity to have a flier or item distributed at our fall and spring New Balance Girls on the Run 5K races, and at our annual Ready, Set...Go Girl! Soiree & Auction.	Platinum Gold Silver
Brand Exposure Logo displayed year-round on website homepage and monthly e-newsletter. Logo also displayed on program and event materials such as: t-shirts, registration forms, brochures, posters and thank you banners. * The size and placement of sponsor logos will correlate with sponsorship level. For instance, gold sponsor logos will be larger in size and displayed above bronze sponsor logos.	Platinum Gold Silver Bronze
VIP Passes All sponsors will receive VIP passes to our fall and spring New Balance Girls on the Run 5K races and our annual Ready, Set...Go Girl! Soiree & Auction. *Platinum and Gold sponsors will receive 4 VIP passes. Silver and Bronze sponsors will receive 2 VIP passes.	Platinum Gold Silver Bronze

Our Events

Though our program is the heart of Girls on the Run of Puget Sound, we also have three major yearly events that allow us to celebrate girls and raise funds. They are our spring and fall New Balance Girls on the Run 5K races, and our annual Ready, Set...Go Girl! Soiree & Auction.

New Balance Girls on the Run 5K*: We host a New Balance Girls on the Run 5K race at the end of each fall and spring program session. These fun, non-competitive community run/walks are the capstone experience for our girls and are also open to the public. Total participation in our fall 2008 5K race including girls, community members and volunteers was over 700. We received press coverage from publications such as the Seattle PI, Daily Candy and Rainier Valley Post.

**Note: Due to a request from Girls on the Run International, all local chapters have changed the name of their 5K events to 'New Balance Girls on the Run 5K.' Our 2008 5K was called the WonderGirl.*

Ready, Set... Go Girl! Soiree & Auction: Each spring we invite our closest supporters to a soiree and auction. The evening includes food, drink, a silent auction, recognition ceremony and other festivities. In 2008 more than 225 attendees, including parents and other health-minded individuals, attended this gala evening.

In-Kind Sponsorship

Girls on the Run of Puget Sound offers in-kind sponsorship opportunities to companies whose products and services are a good fit for our organization. Currently, our greatest in-kind sponsorship needs are printing, tech support and individually-packaged healthy snacks and beverages. The benefits given to an in-kind sponsor are based on the monetary value of the donated items.

How to Become a Sponsor

Do you want to support strong girls and women by becoming a Girls on the Run of Puget Sound sponsor? Wonderful! Please fill out and return the sponsorship pledge form on page 4, or contact Kerin Brasch at 206-528-2118, kerin@girlsrun.org for more information. Girls on the Run of Puget Sound accepts new sponsors at any time during the calendar year.

Sponsorship Limitations - Other Ways to Support Us

Girls on the Run of Puget Sound is unable to accept sponsorship from companies whose products compete with New Balance Athletic Company, Horizon Fitness, Goody Products Inc., Kellogg's Frosted Flakes and Secret Deodorant. These companies are exclusive sponsors of Girls on the Run International, and of all local chapters. If your company is not eligible to be a sponsor, but would still like to support Girls on the Run of Puget Sound, we encourage you to contact us and discuss alternatives. Possibilities include organizing a company volunteer group for one or our events, donating an item for our annual auction, or loaning us supplies for an event.



Sponsorship Pledge Form

YES! We want to support strong girls and women by becoming a Girls on the Run of Puget Sound Sponsor!

Company Name: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

Sponsorship Level:

Program Sponsor (choose 1)

Platinum (\$5,000)

Gold (\$2,500)

Silver (\$1,000)

Bronze (\$500)

In-Kind Donation

Monetary Value: \$ _____

Description: _____

We cannot be an official sponsor at this time, but please accept our contribution of: \$ _____.

We cannot be an official sponsor at this time, but are interested in contributing in the future.

Payment Information:

Girls on the Run of Puget Sound strongly prefers check payment. Please contact us if you would prefer to use another form of payment.

Check enclosed (make payable to Girls on the Run of Puget Sound)

Will mail check. Estimated arrival date _____.

Please return form to Kerin Brasch via fax or e-mail. Fax: 206-524-5526. Email: kerin@girlsrun.org.