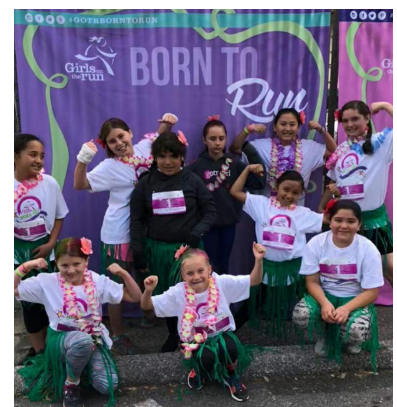




2019
5K
sponsorship
opportunities





Girls on the Run of Silicon Valley (GOTRSV) is a 501(c)3 non-profit organization serving girls in **Santa Clara** and **Santa Cruz** counties. We offer life-changing, after-school programs for girls in 3rd-8th grade:



Girls on the Run
for elementary school girls



Heart & Sole
for middle school girls



our mission

We inspire girls to be **joyful, healthy, and confident** using a fun, experience-based curriculum which creatively integrates running.

season dates

Our **ten-week program** runs from March through May with teams meeting twice a week after school. We celebrate the end of the season with the annual Girls on the Run 5K at Vasona Park in Los Gatos on May 18, 2019.

annual 5K

Our 5K is an **event like no other!** Close to **8,000 people**, including participants, spectators & volunteers, will join together for an amazing day of running, walking, and celebrating healthy living.

Participants and spectators gather in the Family Fun Area of the main venue for fun, **pre and post-event activities**. Favorites include the Happy Hair station (participants can have their hair sprayed with **temporary hair color**) and the custom Girls on the Run Picture Garden (girls and parents pose behind the **inspirational photo frames**).

Our top sponsors are highlighted at the Family Fun Area with **Sponsor Bingo** (participants earn stamps by visiting each sponsor booth and completed cards earn a prize and raffle entry). The Girls on the Run DJ keeps the music going during the high-energy, pre-race warm-ups and post-race DanceFest. Participants enjoy collecting colorful beads throughout the course and a Girls on the Run medal upon completion of the 5K.





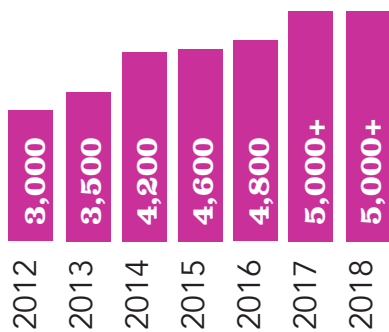
become a
Girls on the Run
 silicon valley
5K sponsor

As a Girls on the Run of Silicon Valley
5K sponsor you will...

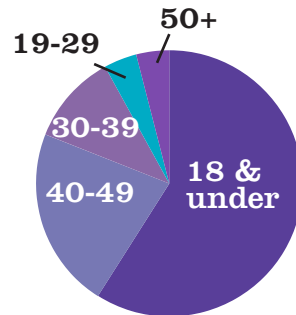
- help make it possible for each girl in the program, their coaches, and our 5K community participants to achieve their goal of crossing the finish line!
- reach kids, parents, and health-oriented community members



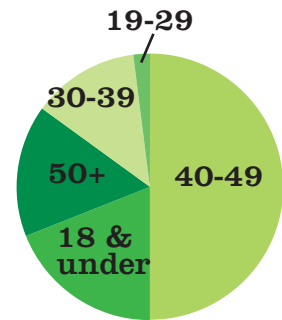
running
 the **5K**
 numbers



5K participant annual growth



female



male



2018 5K participants



over **5,000**
 runners & walkers

2,500+
 spectators

250 race day
 volunteers

3.1 miles
 of smiles

At Girls on the Run of Silicon Valley, we want to keep our program as **affordable** as possible for *all girls*



Our **actual cost of \$340** per participant includes curriculum books, coach training, staff support, t-shirts and water bottles for girls and coaches, coach background checks, school facility fees, insurance, GOTR International fees, and more.



actual cost per girl

Participants pay **\$220** at standard sites and **only \$25** at full-scholarship sites (schools with 70%+ of students eligible for free lunch)



registration fees per girl

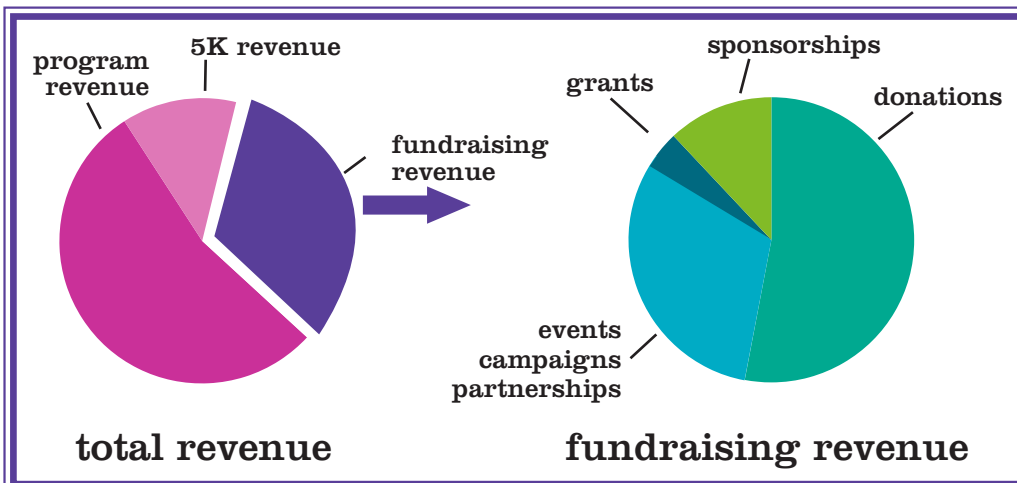
=



funding gap

How do we make up the difference?

Girls on the Run relies on fundraising revenue to make up the funding gap. This revenue comes from sponsorships, donations, events, and grants.



fundraising

Girls on the Run of Silicon Valley **relies on fundraising** in order to help us **keep our program fees as low as possible**. In addition, these funds help **provide scholarships** and running shoes for girls in need.

Program and 5K registration accounts for only 67% of our total revenue and we **fundraise the remaining 33%** to make our programs happen.

In 2018, we provided financial assistance to 37% of our girls.

In addition, **no girl pays the true cost** that it takes for us to deliver the program. **Your sponsorship** helps us to **make up the difference!**

**title
sponsor
\$15,000**

**Empower
girls in
Silicon Valley
as the title
5K sponsor!**

logo/company name placement

- your company name included in all verbal and printed mentions of the GOTRSV 5K (ex: “Your Company Name” Girls on the Run 5K)
- your company name as top billing on all 5K participant t-shirts as the “Title 5K Sponsor” (5,000+)
- exclusive logo on all 5K finisher medal lanyards (distributed on race day to 5,000+ participants)
**must be committed by December 1, 2018 for this benefit or substitute benefit will be negotiated*
- logo with hyperlink on the GOTRSV “Home,” “Our 5K,” “5K Sponsor,” and “Partner” webpages
- logo on all GOTRSV e-newsletters (13,000+ recipients)
- logo on the 2019 “Thank-You” ad in the Los Gatos Weekly Times
- logo on all 5K advertising
- logo on a 5K banner thanking our partners



SAMPLE LOGO
National 2019 GOTR 5K logo will be designed by Girls on the Run international. Title sponsor name/logo will be added and provided to title sponsor for review.

additional benefits

- announced as “Title 5K Sponsor” in the GOTRSV e-newsletter at the start of the 2019 season
- sponsor spotlight in a GOTRSV e-newsletter
- use of the “Proud Sponsor of Girls on the Run” logo
- category exclusivity and first chance at re-signing for the 2020 season
- recognition as a GOTRSV sponsor on social media
- personalized 2019 GOTRSV commemorative sponsor photo book

race day benefits

- logo on 5K bibs
- sponsor table at the 5K Family Festival
- ten (10) complimentary 5K entries
- five (5) verbal mentions at the 5K

The “YOUR COMPANY NAME” Girls on the Run 5K



presenting
sponsor
~~\$10,000~~
TAKEN

Champion
 Girls on the Run
 in the community
 as our presenting
 5K sponsor!

logo placement

- logo on the front of all 5K participant t-shirts as the “Presenting 5K Sponsor” (5,000+)
- logo with hyperlink on the GOTRSV “Home,” “Our 5K,” “5K Sponsor,” and “Partner” webpages
- logo on all GOTRSV e-newsletters (13,000+ recipients)
- logo on the 2019 “Thank-You” ad in the Los Gatos Weekly Times
- logo on all 5K advertising
- logo on a 5K banner thanking our partners

additional benefits

- announced as “Presenting 5K Sponsor” in the GOTRSV e-newsletter at the start of the 2019 season
- sponsor spotlight in a GOTRSV e-newsletter
- use of the “Proud Sponsor of Girls on the Run” logo
- category exclusivity and first chance at re-signing for the 2020 season
- recognition as a GOTRSV sponsor on social media
- personalized 2019 GOTRSV commemorative sponsor photo book



race day benefits

- logo on 5K bibs
- sponsor table at the 5K Family Festival
- eight (8) complimentary 5K entries
- three (3) verbal mentions at the 5K



logo placement

- logo placement on finish chute and finish line arch (provided by GOTR)
- logo on the back of all 5K participant t-shirts (over 5,000)
- logo on the GOTRSV “Home,” “Our 5K,” “5K Sponsor,” and “Partner” webpages
- logo on all GOTRSV 5K e-newsletters (7,000+ recipients)
- logo listing on the 2019 “Thank-You” ad in the Los Gatos Weekly Times
- logo on all 5K advertising
- logo on a 5K banner thanking our partners

additional benefits

- announced as “5K Finish Line Sponsor” in a GOTRSV e-newsletter
- sponsor spotlight in a GOTRSV e-newsletter
- category exclusivity and first chance at re-signing for the 2020 season
- personalized 2019 GOTRSV commemorative sponsor photo book
- recognition as a GOTRSV sponsor on social media
- use of the “Proud Sponsor of Girls on the Run” logo

race day benefits

- logo on all 5K bibs (5,000+)
- sponsor table at the 5K Family Festival
- six (6) complimentary 5K entries
- two (2) verbal mentions at the 5K



finish line
sponsor
\$5,000

Help our girls
 and community
 participants reach
 their goals and cross
 the finish line!

**inspiration
station**
sponsor
\$2,500

Inspire our girls
and community
participants to reach
for their goals.

logo placement

- on the back of all 5K participant t-shirts
- on all 5K advertising
- on all 5K e-newsletters (7,000+ recipients)
- on our "Home," "Our 5K," "5K Sponsor," and "Partner" webpages

additional benefits

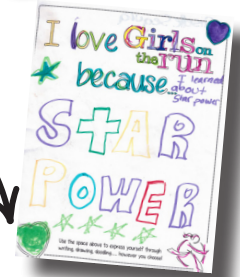
- name listing on 2019 "Thank-You" ad in the Los Gatos Weekly Times
- recognition as a GOTRSV sponsor on social media
- personalized 2019 GOTRSV commemorative sponsor photo book
- use of the "Proud Sponsor of Girls on the Run" logo

race day benefits

- logo on all Inspiration Station coloring sheets (2,000) (used for GOTR marketing throughout the year)
- sponsor table at the 5K Family Festival
- four (4) complimentary race entries
- two (2) verbal mentions at the race



your logo
here



**mile
marker**
sponsor
\$1,000

Help our
participants check
off the miles as
they make their way
to the finish line!

logo placement

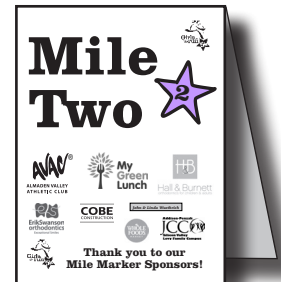
- on each course mile marker
- on the back of all 5K participant t-shirts
- on all 5K e-newsletters (7,000+ recipients)
- on the GOTRSV "Our 5K," "5K Sponsor," and "Partner" webpages

additional benefits

- name listing on 2019 "Thank-You" ad in the Los Gatos Weekly Times
- recognition as a GOTRSV sponsor on social media
- personalized 2019 GOTRSV commemorative sponsor photo book
- use of the "Proud Sponsor of Girls on the Run" logo

race day benefits

- sponsor table at the 5K Family Festival
- two (2) complimentary race entries
- one (1) verbal mention at the race



**friend of
girls on the run**
\$500

logo placement

- logo on the back of all 5K participant t-shirts
OR a sponsor table at the 5K Family Festival
- name listing on 2019 "Thank-You" ad in the Los Gatos Weekly Times
- name listing in all 5K e-newsletters (7,000+ recipients)
- name listing on the GOTRSV "5K Sponsor" webpage
- use of the "Proud Sponsor of Girls on the Run" logo

race day benefit

- one (1) complimentary race entry and one (1) verbal mention at the race



Visit us online to register as a sponsor:

www.raceplanner.com/register/index/2019-5K-sponsor

The finish line is just the beginning!