

# CELEBRATE GIRLS ON THE RUN BECOME A VIRTUAL EVENT SPONSOR

Over the past 25 years, **GIRLS ON THE RUN** has been inspiring girls to know and activate their limitless potential and boldly pursue their dreams. Founded in Charlotte, NC in 1996, what started as a local program serving 13 girls has grown into a national force for good, impacting the lives of more than **2 MILLION GIRLS**, and counting!

You are invited to celebrate the joy, confidence, and connection that Girls on the Run has brought to the lives of girls from coast to coast over the past 25 years as a virtual event sponsor. There are a multitude of innovative sponsorship and digital engagement opportunities to showcase your brand. More importantly, you will be supporting an organization that inspires every girl to reach her limitless potential not just for the length of the program, but for life.

# 25! BIRTHDAY

**DATE**

THURSDAY  
MARCH 25, 2021

**TIME**

LIVE STREAM  
7:00PM EST

## ABOUT THE EVENT



The 25th Birthday virtual celebration event will feature a **KEYNOTE ADDRESS FROM HODA KOTB** that echoes the inspiration and strength that girls find through their participation in Girls on the Run. The event will also include:

- A discussion panel with experts and athletes about building confidence in girls through sport
- Stories of impact from Girls on the Run CEO, Elizabeth Kunz



"I participated in Girls on the Run back in 2002. I remember all the fun, interactive lessons and how I formed friendships with girls at my school that I had not met before. Over 15 years later, I am in my third season coaching. Seeing the excitement and accomplishment on our girls' faces brings me more joy than they will ever know."

**MARGOT** - Former Girls on the Run participant and current coach



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# SPONSORSHIP

## OPPORTUNITIES & BENEFITS

### EXCLUSIVE PRESENTING SPONSOR (\$50,000)

#### ONLY ONE AVAILABLE

As the **Presenting Sponsor**, your company will receive prominent recognition before, during and after the event, elevating your brand while showcasing your commitment to empowering the next generation of women.

#### THIS EXCLUSIVE OPPORTUNITY INCLUDES THE FOLLOWING BENEFITS

- ♥ Company name will be part of the official event name
- ♥ Option of a :30 sec pre-recorded speaking opportunity aired during broadcast or a pre-recorded message included in pre-event email to attendees
- ♥ Premier logo placement as presenting sponsor on all event materials, including but not limited to:
  - ★ Digital Event invitations
  - ★ Pre- and post-event emails
  - ★ Event landing page on [www.girlsontherun.org](http://www.girlsontherun.org)
  - ★ Virtual Event platform with logo on screen throughout event
  - ★ Pre- and post-event slide show
  - ★ Event program
  - ★ Post event communications and media coverage
- ♥ Recognized as presenting sponsor in all social and traditional media promotions
- ♥ Secure link to event for internal distribution to employees
- ♥ 50 autographed copies of "This Just Speaks to Me" by Event Keynote Speaker Hoda Kotb
- ♥ 100 additional copies of "This Just Speaks to Me" for internal distribution
- ♥ Opportunity to include branded item in Event Host bags
- ♥ Opportunity to engage Girls on the Run International leadership in a private event for company employees

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## SIGNATURE SEGMENT SPONSOR (\$25,000)

ONLY TWO AVAILABLE

### OFFICIAL WARM UP SPONSOR

Exclusive sponsor of a 30-minute pre-event segment of your choosing. Whether it is a movement class open to all attendees, or an exclusive networking opportunity for event hosts, your company will own the digital space for the event. In addition to the **Signature Segment** benefits listed below, your company will receive:

- ♥ 15 second pre-recorded video welcoming segment attendees
- ♥ One dedicated email to segment attendees

### BEST WISHES SPONSOR

Exclusive sponsor of the 25th Birthday Celebration Video. This video will include best wishes from some of GOTR's most notable participants, volunteers and fans and will be shown during the event and shared on social media. In addition to the **Signature Segment** benefits listed below, as the Best Wishes Sponsor your company will receive:

- ♥ 15 second pre-recorded birthday wish to GOTR for inclusion in the video
- ♥ Logo inclusion on a branded social media Birthday Wishes frame and filter that guests and followers will use to share birthday messages to GOTR throughout 2021.

### ADDITIONAL SIGNATURE SEGMENT SPONSOR BENEFITS INCLUDE

- ♥ Prominent logo placement as segment sponsor on:
  - ★ Digital Event invitations
  - ★ Pre- and post-event emails
  - ★ Event landing page on [www.girlsontherun.org](http://www.girlsontherun.org)
  - ★ Virtual Event platform with logo on screen throughout sponsored segment
  - ★ Pre- and post-event slide show
  - ★ Event program
- ♥ Recognized as Signature Segment Sponsor in up to 3 social media promotions
- ♥ Secure link to event for internal distribution to employees
- ♥ 25 autographed copies of "This Just Speaks to Me" by Event Keynote Speaker Hoda Kotb
- ♥ 50 additional copies of "This Just Speaks to Me" for internal distribution
- ♥ Opportunity to include branded item in Event Host bags



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## EMPOWERMENT MATCHING MOMENT SPONSOR (\$15,000)

Your company can be featured during one of the most exciting and empowering moments of the event! As the **Empowerment Matching Moment Sponsor**, your sponsorship will be leveraged as a match during the fund-a-mission segment, where guests have the opportunity to virtually raise their paddle to provide program sponsorships to girls across the US.

### EMPOWERMENT MATCHING MOMENT SPONSOR BENEFITS

- ♥ Logo placement on:
  - ★ Digital Event invitations
  - ★ Pre- and post-event emails
  - ★ Event landing page on [www.girlsontherun.org](http://www.girlsontherun.org)
  - ★ Virtual Event platform with logo on screen throughout segment (approx. 5 minutes)
  - ★ Pre- and post-event slide show
  - ★ Event program
- ♥ Recognized as Empowerment Matching Moment in 2 social media promotions
- ♥ Secure link to event for internal distribution to employees
- ♥ 25 autographed copies of “This Just Speaks to Me” by Event Keynote Speaker Hoda Kotb
- ♥ 25 additional copies of “This Just Speaks to Me” for internal distribution
- ♥ Opportunity to include branded item in Event Host bags



## FESTIVE FETE SPONSOR (\$10,000)

What's a party without gifts? As the **Festive Fete sponsor**, your company will be featured during the event auction – an exhilarating aspect of the event where guests can bid to win exciting experiences and items, all while raising critical funds to advance the GOTR mission.

### FESTIVE FETE SPONSOR BENEFITS

- ♥ Logo placement on:
  - ★ Digital Event invitations
  - ★ Pre- and post-event emails
  - ★ Event landing page on [www.girlsontherun.org](http://www.girlsontherun.org)
  - ★ Virtual Auction platform which will be shared with guests before and during the event
  - ★ Pre- and post-event slide show
  - ★ Event program
- ♥ Recognized as Festive Fete in 1 social media promotion
- ♥ 50 invitations with secure link to event
- ♥ 15 autographed copies of “This Just Speaks to Me” by Event Keynote Speaker Hoda Kotb
- ♥ 35 additional copies of “This Just Speaks to Me” for internal distribution
- ♥ Opportunity to include branded item in Event Host bags



## CELEBRATION SPONSOR

(\$5,000)

- ♥ Logo placement on:
  - ★ Event landing page on [www.girlsontherun.org](http://www.girlsontherun.org)
  - ★ Pre- and post-event slide show
  - ★ Event program
- ♥ Recognized as Celebration Sponsor in 1 social media post
- ♥ 25 invitations with secure link to event
- ♥ 5 autographed copies of "This Just Speaks to Me" by Event Keynote Speaker Hoda Kotb
- ♥ 20 additional copies of "This Just Speaks to Me" for internal distribution
- ♥ Opportunity to include branded item in Event Host bags

## SOIREE SPONSOR

(\$3,000)

- ♥ Company Name placement on
  - ★ Pre- and post-event slide show
  - ★ Event Program
- ♥ 12 invitations with secure link to event platform
- ♥ 2 autographed copies of "This Just Speaks to Me" by Event Keynote Speaker Hoda Kotb
- ♥ 10 additional copies of "This Just Speaks to Me" for internal distribution

As a **25th Birthday Event Sponsor**, your company will gain exposure and receive meaningful recognition to a passionate and engaged audience of Girls on the Run supporters and fans, including:

1,500

ANTICIPATED EVENT ATTENDEES

175,000

SOCIAL MEDIA FOLLOWERS

30,000

MONTHLY WEBSITE VISITORS

60,000

NEWSLETTER SUBSCRIBERS

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