



Introduction

Girls on the Run councils generate both earned and contributed revenue to support long-term financial sustainability. Ideally, revenue sources are balanced, helping councils remain resilient amid economic changes, market shifts, and fluctuations in funding. Sponsorships play a critical role in this revenue makeup, providing opportunities to engage local businesses and community partners in meaningful, mission-aligned ways. This toolkit is designed to help your council strengthen and grow its sponsorship efforts.

The toolkit includes customizable, brand-aligned materials; current local and national impact data; and ideas for creating compelling sponsor benefits and activations. These resources are both turnkey and flexible; ready to use as provided or adapted to meet your council's needs.

Local and National Sponsors

Before engaging a new company that is headquartered in your territory, operates nationally or across multiple markets, or maintains an online or e-commerce presence, review the [New Opportunity Pathways](#) document. This resource outlines when and how to involve the Girls on the Run International Partnership and Development team and helps ensure opportunities are coordinated appropriately across the network.

Contact the HQ Partnerships team at partnerships@girlsontherun.org with any questions or when additional guidance is needed.

Please keep the following requirements in mind:

- Avoid partnerships with companies that directly compete with current National Partners. These relationships may create conflicts and jeopardize existing national partnerships.
- As a friendly reminder from the Council Policy Manual and Membership Agreement, councils may not solicit National Partners or other HQ funders, including grantors, for financial, in-kind, volunteer, or other forms of support.

Commercial Co-Ventures (CCV) and Cause-Related Marketing

Before entering into a commercial co-venture, or CCV, or cause-related marketing partnership, review the [Commercial Co-Ventures and Cause-Related Marketing Best Practices](#). This resource outlines important best practices, approval considerations, and compliance requirements.

Understanding the laws that apply within your council's territory is essential. CCV regulations vary significantly by state and may affect how a partnership can be structured, promoted, registered, and administered.

The Commercial Co-Ventures and Cause-Related Marketing Best Practices is intended to help councils navigate the process, but it does not replace professional legal advice.

READ FIRST: Council Sponsorship Toolkit



Councils are strongly encouraged to consult with a qualified local legal expert to confirm compliance with current laws and regulations applicable to their territories.

Keep in mind that commercial co-ventures are not limited to product sales. Action-based campaigns may also qualify as CCVs, including:

- Step or activity challenges
- Social media hashtag campaigns
- Donations tied to event registrations
- Donations triggered by customer or employee actions
- Other promotions in which a company's contribution is connected to public participation or purchases

These activities must comply with the Council Policy Manual, Membership Agreement, Girls on the Run Sponsorship Guidelines, and all applicable state regulations.

Agreements

Using the appropriate agreement for partnerships, promotions, and fundraising collaborations helps protect your council and the Girls on the Run brand. Agreements establish clear expectations, support compliance with applicable laws and Girls on the Run policies and create a professional experience for both councils and partners.

Before moving forward with a sponsorship or promotional opportunity, review the [GOTR Sponsorship Guidelines with Tips & Best Practices](#) and [New Opportunity Pathway](#). Councils are also strongly encouraged to consult local legal counsel to confirm compliance with applicable state and local laws.

Available templates include:

- [Sponsorship Agreement](#)
- [Commercial Co-Venture \(CCV\) Agreement](#)
- [Logo Guideline Agreement](#)

Sponsorship Toolkit Resources

Guidelines, Tips & Best Practices

Resources provide your council with information and guidelines for securing local sponsorships.

- [GOTR Sponsorship Guidelines with Tips & Best Practices](#)
- [Sponsor Alignment, Filter Questions & Eval Questionnaire](#)
- [New Opportunity Pathways](#)
- [Commercial Co-Ventures and Cause-Related Marketing Best Practices](#)
- [CCV by State Laws Spreadsheet](#)
- [GOTR Gift Acceptance Policy Template](#)
- [Best Practices for Acknowledging Sponsors on Social Media](#)
- [Partner With Us:](#)



- [PPT Slides](#)
- [Customizable Flyer – Canva Template](#)

Sponsor Cultivation and Securement

Resources include customizable templates to showcase our mission, benefits and features, and templated asks.

- [2-page Sponsorship Brochure – Canva Template](#)
- [Customizable Sponsorship Opportunities Packet – Canva Template](#)
- [GOTR Sponsorship Deck, with Levels and Benefits](#)
- [Prospective Sponsor Outreach Templates](#)
- Agreement Templates (3):
 1. [Sponsorship Agreement Template](#) should be used for most traditional council partnerships involving sponsorship funding, event or scholarship support, in-kind donations, or marketing recognition. It is appropriate when a company provides financial or in-kind support in exchange for recognition, visibility, or engagement opportunities. This agreement offers the council the greatest level of protection and should be used when there is uncertainty about whether a [Sponsorship Agreement Template](#), [CCV Agreement Template](#), or [Logo Guideline Agreement Template](#) is most appropriate.
 2. [CCV Agreement Template](#) intended for Girls on the Run councils to use in connection with cause marketing partnerships that fall within the appropriate parameters for a commercial co-venture (CCV). These partnerships typically involve a business or company donating a percentage of proceeds or a set dollar amount per sale or action to the nonprofit. Before using this template, please review the New Opportunity Pathways document and the Commercial Co-Ventures and Cause-Related Marketing Best Practices to ensure the proposed partnership qualifies as a cause-related marketing campaign requiring a CCV agreement.

This is a CCV Agreement template only and should not be used without local legal review.

Each state has unique requirements regarding commercial co-ventures, including registration and filing. It is critical that a local attorney reviews and approves this agreement to ensure compliance with state and federal laws, and to identify if the agreement must be filed with any regulatory agencies.
 3. [GOTR Permission to Use Logo Agreement Template](#) should be used anytime a sponsor, supporter, or community partner would like permission



to publicly use the Girls on the Run name, logo, or branded assets. This agreement is appropriate for logo and brand usage only and does not cover sponsorship benefits or fundraising promotions tied to consumer purchases.

Sponsor Stewardship

Resources designed to effectively steward and retain sponsor relationships

- [Customizable Calendar for Sponsors](#)
- [Press Release Template- Sponsor Announcement](#)
- [Sponsor Sign Templates- GOTR 5K Marketing Materials](#)
- [In-Kind Acknowledgement Letter Template for Councils](#)
- [Sponsor Thank You Templates](#)
- [Girl Gratitude Activity with Postcard – Canva Template](#)
- [Proud Supporter Graphics – Canva Template](#)

Additional Resources

- [Social Media Toolkits, Fundamentals, Webinar and More](#)
- [2025 Annual Report](#) - past versions of the Annual Report can be found [here](#).
- [Canva Thank You Headers](#)
- [Canva Local Sponsors & National Partner Footer Template](#)

Council Fundraising Events & Opportunities

GOTR HQ Partnerships and Development team works to develop and retain relationships with turnkey, mission-aligned companies. Council Fundraising Opportunities [can be found here](#), or on the Council Portal under [Fund Development > Council Fundraising Events & Opportunities](#). Stay tuned to the 411 for announcements on new releases.

Canva

[Canva](#) is an online graphic design platform. Councils unfamiliar with Canva are encouraged to review the [Girls on the Run Guide to Canva](#). For questions specific to Canva and using templates, please direct those to marketing@girlsontherun.org.

Council Sponsorship Toolkit Questions

For questions about this toolkit and additional sponsorship resources, please direct those to partnerships@girlsontherun.org.