



Girls on the Run
Memphis

2020 Sponsorship
Opportunities



What We Do

We offer two unique programs to girls in 3rd to 8th grades: **Girls on the Run and Heart & Sole**,

Our life skills curriculum is delivered by **caring and qualified coaches who are trained** to implement lessons as intended.

We celebrate the joy of movement! Our programs use physical activities as a platform for teaching **life skills** and **promoting holistic health outcomes** for girls.



Girls on the Run Memphis has served over 500 girls in Memphis & Shelby County since its launch in 2018. This Fall, Girls on the Run Memphis is continuing to serve girls through an engaging *virtual program* that offers meaningful lessons on the same emotional and social development topics as our in-person program.

With the help of generous sponsors and donors, we were able to provide financial assistance to 75% of our program participants who otherwise may not have been able to participate in Girls on the Run.



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It's not only about running. It's about inspiring girls to take charge of their lives and define the future on their terms. It's a place where girls learn that they can. No limits. No constraints. Only opportunities to be remarkable.

- Coach Tiffany

Why It Matters

Studies show that 3rd through 8th grade is a critical period of time for girls. Their self-confidence begins to drop **by age nine and 50% of girls ages 10 to 13 years old experience bullying.**

A recent independent study found that the Girls on the Run's intentional life skills curriculum, delivered by highly trained coaches, positively impact girls' lives by **helping them increase their self-confidence, develop healthy relationships and feel good about themselves.**

At an age when girls are constantly trying to measure up to ideas of who they should be when they're still discovering who they are, **Girls on the Run shows them that their potential isn't just enormous, it's beyond measure.**

The Finish Line is Just the Beginning

Presenting Sponsor

[\$5,000]

Category Exclusivity

Logo inclusion and 'presenting sponsor' title on:

- Back of Virtual 5K Event shirt
- Digital & printed 5K Race materials
- Council website and Virtual 5K registration webpage with link to company website

Mention in all promotional materials

Feature story in end of season newsletter

Additional Recognition Opportunities:

- Provide special video for social media
- Be included on a special printable sign for participants
- Receive verbal recognition on a FB or Instagram live at start of end of season celebration
- Provide offer in digital swag bag OR tangible giveaway in GOTR GIRL race bag

Girl Power Sponsor

[\$2,500]

Logo inclusion on:

- Back of Virtual 5K Event Shirt
- Digital & printed 5K Race materials
- Council website and End of Season Celebration registration webpage with link to company website

Mention in all promotional

Additional Recognition Opportunities:

- Provide special video message for social media
- Be included on a special printable sign for participants
- Receive verbal recognition on a FB or Instagram live at start of end of season celebration
- Provide offer in digital swag bag OR tangible giveaway in GOTR GIRL race bag

The Finish Line is Just the Beginning

Limitless Potential Sponsor [\$1,500]

Logo inclusion on:

- Back of Virtual 5K Celebration shirts
- Social Media Post Recognizing Limitless Potential Sponsor
- Virtual 5K webpage with link to company website

Recognition for the End of Season Celebration with the opportunity to:

- Provide special video message for social media
- Receive verbal recognition during social media live
- Provide an offer in the digital swag bag

Energy Award Sponsor [\$1,000]

Company name included on:

- Back of Virtual 5K shirts
- Social Media Post Recognizing Energy Award Sponsor
- End of Season Celebration registration webpage with link to company website

Recognition for the End of Season Celebration with the opportunity to:

- Receive verbal recognition during social media live
- Provide an offer in the digital swag bag

Star Power Sponsor [\$500]

Company name included on:

- Back of Virtual 5K shirts
- End of Season Celebration registration webpage with link to company website

Recognition for the End of Season Celebration with the opportunity to:

- Provide an offer in the digital swag bag

Invest in a Girl, Change the World



Learn More

Girls on the Run Memphis

<https://www.gotrmemphis.org>
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