



presented by:



Spring 2017 Event & Partnership Overview

Girls on the Run of NOVA supports girls in developing the *confidence and character they need to become strong, healthy women* using a curriculum-based afterschool program that creatively integrates running.

The Girls on the Run 5k is the culminating achievement for thousands of local girls participating in this life-changing program. More than just a race, it's a *celebration of steps they have taken together towards more joyful, healthy, and confident lives.*

Race sponsorships offer a variety of benefits including direct exposure to nearly 6,000 participants, family members, and supporters at two event sites over two event days, as well as inclusion in a community-wide media campaign.

Thank you for helping our strong girls to cross this important finish line.

Saturday, May 13th
Woodbridge, VA
8:30am start

Sunday, May 21st
Arlington, VA
8:30am start



GREATER WASHINGTON





FAN | \$500 (5 available)

Opportunity to congratulate and connect with 3,500+ parents and runners

- Congratulatory message and link included in Virtual Goody Bag (3,500 local households)

*To meet all print deadlines, Sponsorship Agreement must be signed **by April 15, 2017***

NEIGHBOR | \$750 (5 available)

Logo recognition with 2,500+ community runners

- Company logo on event t-shirt (give to 2,500+ community runners)

*To meet all print deadlines, Sponsorship Agreement must be signed **by April 1, 2017***

FRIEND | \$1,500 (5 available)

Inclusion in community-wide campaign

- Includes Fan and Neighbor Level Sponsor Benefits, plus:
 - Company logo on GOTR NOVA 5k event page with link (3,000 visitors per month)

*To meet all print deadlines, Sponsorship Agreement must be signed **by April 1, 2017***

BRONZE SPONSOR | \$2,500 (3 available)

Recognition at preferred 5k event and inclusion in community-wide campaign

- Includes Friend Level Sponsor Benefits, plus:
 - Company logo on 5k results email (emailed to 3,500 households)
 - Verbal recognition from the Master of Ceremonies at preferred 5k event
 - Recognition on GOTR NOVA Facebook page and Twitter feed (5,500 followers)
 - Opportunity to brand 1 mile marker or cheer station at preferred 5k event

*To meet all print deadlines, Sponsorship Agreement must be signed **by April 1, 2017***

SILVER SPONSOR | \$5,000 (2 available)

Recognition across two 5k events and inclusion in community-wide campaign

- Includes Bronze Level Sponsor Benefits, plus:
 - Company logo displayed at both 5k events
 - Company logo on GOTR NOVA homepage with link (6,500 visitors per month)
 - Logo placement in GOTR NOVA "Keeping Pace" e-newsletter (2,500 subscribers)
 - Company logo on event fencing near finish line at both 5k events

*To meet all print deadlines, Sponsorship Agreement must be signed **by March 20, 2017***

FINISH LINE SPONSOR | \$7,500

Recognition across two 5k events and inclusion in community-wide campaign

- Includes Silver Level Sponsor Benefits, plus:
 - Recognition and employee engagement opportunities at both 5k events
 - Prominent company logo placement on event fencing near finish line at both 5k events
 - Additional social media posts

*To meet all print deadlines, Sponsorship Agreement must be signed **by March 20, 2017***

GOLD SPONSOR | \$10,000 (1 available)

High level recognition across two 5k events and community-wide campaign

- Includes Finish Line Level Sponsor Benefits, plus:
 - Category exclusivity
 - Company logo on course maps for both locations
 - Recognition in all 5k media alerts and press releases produced by GOTR NOVA

*To meet all print deadlines, Sponsorship Agreement must be signed **by March 20, 2017***

SOLD OUT PRESENTING SPONSOR | \$15,000 to present both 5k events

Cigna confirmed for Spring 2017 & Fall 2017

Exclusive recognition across two 5k events and inclusion in community-wide campaign

- Includes Gold Level Sponsor Benefits, plus:
 - **Exclusive** naming rights as the (Girls on the Run 5k, Presenting by...)
 - **Exclusive** placement of company logo in race participant confirmation emails
 - **Exclusive** placement of company name / logo on all 5k materials
 - **Exclusive** inclusion of company name / logo on all 5k ads as Presenting Sponsor
 - **Exclusive** placement of company logo on the front of the event t-shirt given
 - **Exclusive** opportunity to host a 10 x 10 company tent on-site at both 5k events



Yes, I agree to pledge support for Girls on the Run of Northern Virginia!

Company Name: _____

Company Name as preferred listed on event materials: _____

Authorized Signature: _____ Date: _____

Printed Name: _____

Address: _____

City/State/Zip: _____

Phone: _____ E-mail: _____

Sponsorship Level:

- \$15,000..... *Presenting Sponsor SOLD OUT*
- \$10,000..... Gold Sponsor
- \$7,500..... Finish Line Sponsor
- \$5,000..... Silver Sponsor
- \$2,500.....Bronze Sponsor
- \$1,500..... Friend Sponsor
- \$750.....Neighbor Sponsor
- \$500 Fan Sponsor

- I'm not ready to pledge, please contact me with more information.

**Return to: Girls on the Run of Northern Virginia
10560 Main Street, Suite 514 Fairfax, VA 22030
(P) 703 273-3153 • (F) 703 273-4016 • Emily Davis • edavis@gotrnova.org
GOTR NOVA is a 501(c)(3) organization, Tax ID: 54-2026885**