



Girls on the Run of Northern Virginia (GOTR NOVA) CITY/COUNTY CHAMPION SPONSORSHIP FACT SHEET

What is the City/County Champion program?

Becoming a Girls on the Run of Northern Virginia City/County Champion is a unique opportunity to directly impact schools and girls in a specific Northern Virginia community. This level of sponsorship supports all girls in a particular county or independent city by funding coach training and support, supplementing outreach to new and returning sites, and offsetting the cost of supporting girls in need of financial assistance. By bringing together corporate sponsors with school communities, especially those whose families are in financial need and might not otherwise be able to afford Girls on the Run, we move one step closer to fulfilling our goal of providing every girl who would like to participate in Girls on the Run with the opportunity to do so. We also are able to connect generous and supportive businesses, organizations, and individuals with Northern Virginia parents in specific communities. The City/County Champion sponsorship is an opportunity for a business, organization, or individual to be recognized not only for their generous support of Girls on the Run, but also for their dedication and support of a specific county of our region.

City/County Champion Sponsorship Entitlements

Girls on the Run of Northern Virginia provides:

- The opportunity for target-specific marketing to a city/county-wide audience as a champion for healthy lifestyles and wellness;
- Company logo on the GOTR NOVA website front page with link to company website;
- Company logo on the GOTR NOVA website program page with link to company website;
- Company logo on the GOTR NOVA website partner page with link to company website;
- Partnership announcement on GOTR NOVA home page;
- Acknowledgement on GOTR NOVA Facebook and Twitter pages 3x per season;
- Company name and logo in GOTR NOVA “Keeping Pace” e-newsletter;
- Opportunity for company ambassadors to visit GOTR sessions at school(s) in partner city / county
- Volunteer opportunity for company ambassador(s) to support girls from partner county / city school(s) at the Girls on the Run 5K;
- Verbal acknowledgement of City/County Champion sponsor from stage at the Girls on the Run 5K;
- Opportunity to distribute company supplied, branded items to GOTR NOVA participants at partner school(s) (i.e. sports bags, water bottles, hats, etc.);
- Press release announcing partnership distributed to community publications and elected officials

Available City/County Champion Sponsorships include:

- Fairfax County: \$15,000
- Prince William County: \$12,000
- Arlington County: \$4,000
- Loudoun County: \$4,000
- City of Alexandria: \$2,500
- City of Manassas: \$2,500
- City of Manassas Park: \$2,500
- City of Falls Church: \$2,000

For More Information

Contact Emily Davis, Director of Development, 703.273.3153 or edavis@gotrnova.org