



Spring 2016 5K Event & Partnership Overview

Girls on the Run of Northern Virginia supports girls in developing the ***confidence and character needed 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 is a ***celebration of a more joyful, healthy, and confident lives.***

Girls on the Run Northern Virginia relies on the skills of hundreds of dedicated volunteer coaches to offer the experienced-based curriculum that makes Girls on the Run so unique. ***We rely on partner companies and event sponsors to support our family-friendly 5K, ensuring each girl has the opportunity to cross this important finish line.***

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.

Saturday, May 14th
Woodbridge, VA
8:30am start

Sunday, May 15th
Arlington, VA
8:30am start



GREATER WASHINGTON





FAN | \$500 (5 available total)

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

- Congratulatory message and link in Virtual Goody Bag (emailed to 3,500 households)

*To meet all print deadlines, Sponsorship Agreement must be signed **by April 22, 2016***

NEIGHBOR | \$750 (4 available total)

NEW opportunity to be included on event t-shirt

- Company logo on event t-shirt (2,500 distributed)

*To meet all print deadlines, Sponsorship Agreement must be signed **by April 5, 2016***

FRIEND | \$1,250 (4 available total)

Inclusion in community-wide campaign

- Company logo on event t-shirt (2,500 distributed)
- Company logo on GOTR NOVA 5K event page with link (3,000 visitors per month)
- Company logo on 5K results email (emailed to 3,500 households)

*To meet all print deadlines, Sponsorship Agreement must be signed **by April 5, 2016***

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

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

- Includes Friend Level Sponsor Benefits, plus:
 - 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 5, 2016***

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

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)
 - Opportunity to brand 1 mile marker or cheer station at both 5K events

*To meet all print deadlines, Sponsorship Agreement must be signed **by April 5, 2016***

FINISH LINE SPONSOR | \$7,500 (SOLD OUT)

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
 - Company logo 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 April 5, 2016***

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

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 April 5, 2016***

PRESENTING SPONSOR | \$15,000 to present both 5K events (SOLD OUT)

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

*To meet all print deadlines, Sponsorship Agreement must be signed **by March 19, 2016***



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
- \$10,000.....Gold Sponsor
- \$7,500.....Finish Line Sponsor
- \$5,000.....Silver Sponsor
- \$2,500.....Bronze Sponsor
- \$1,250.....Friend Sponsor
- \$750.....Neighbor Sponsor
- \$500Fan Sponsor

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

**Return to: Girls on the Run of Northern Virginia
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GOTR NOVA is a 501(c)(3) organization, Tax ID: 54-2026885**