



January 27, 2012

Dear Girls on the Run Supporter,

On behalf of the 1,500+ girls who will be participating in Girls on the Run this spring, we invite your business to consider becoming a regional sponsor of the Girls on the Run 5K in Western Colorado in 2012. GOTR 5K sponsorships help to allow GOTR of Western Colorado to continue to fulfill our mission: providing an accessible, inspiring, and experience-based program that creatively integrates running while empowering girls to be healthy, respectful, and confident.

#### GOTR 2012 Spring Program:

- 1,500 participants;
- 250 coaches;
- 7 West Slope counties
- \$50 registration fee,
- Actual program cost is \$100 per girl
- 40+% of girls will participate with need-based scholarship.

The Girls on the Run 5K, one of largest running events in Western Colorado with an anticipated 2,500+ participants, will be held on Saturday, May 5th, 2012 at 10:00 am at Long's Park in Grand Junction. It is a special event for an anticipated 1,500 girls from throughout Western Colorado – girls who have participated in the Girls on the Run program and trained for a 5K. The run is the culminating event of their season and for many girls it is their first 5K. For all the girls, it is yet another step in their path towards confident, healthy living.

During the 2011-2012 school year, we anticipate serving 2,000+ 3<sup>rd</sup>-8<sup>th</sup> grade girls at 70+ sites throughout the region. The strength of our organization allows us to help all communities throughout Western Colorado. Our evolving program has also become a model for many Girls on the Run programs across the country as they work to serve an increasing number of rural communities.

Race materials for the 2012 Girls on the Run 5K will be printed in mid-February: therefore we are requesting that sponsorship commitments are returned by Friday, February 17<sup>th</sup>, 2012. We hope you will join us this spring for a great event and help us keep girls moving in the right direction throughout Western Colorado.

Sincerely,

Jill Henwood

Executive Director - Girls on the Run of Western Colorado

#### GOTR 2012 Spring 5K Race:

- Largest running event in Grand Valley
- 2,500 anticipated participants
- 2,500+ t-shirts printed
- Radio and newspaper advertising throughout Mesa, Garfield, Delta, Montrose counties; and
- Many family and community member spectators.

#### Keeping It Affordable:

- The national Girls on the Run office recommends a registration of \$150;
- We have a \$50 registration fee, with scholarships available to insure that GOTR is affordable and accessible to all girls.
- This is only possible because of our community support – thank you!



## Sponsorship Opportunities

We strive to provide sponsors with recognition—as much as possible—on T-shirts, race registration forms, e-newsletters (more than 5,000 sent out three times per year), and the website. Your sponsorship directly supports the Girls on the Run program in your *county!*

### Marathon Sponsor - \$1,000

- Business logo on race apparel (2,500+ shirts)
- Business name and logo on race postcard
- Ability to display company-supplied banners at race;
- Sponsor acknowledgement during race, on our webpage, Facebook page and in E-newsletter
- Product marketing booth space and/or placement of promotional material in race bags
- Four complimentary race entries
- Thank you packet

### 10K Sponsor - \$750

- Business logo on race apparel (2,500+ shirts)
- Ability to display company-supplied banners at race;
- Sponsor acknowledgement during race, on our webpage, Facebook page and in E-newsletter
- Product marketing booth space and/or placement of promotional material in race bags
- Two complimentary race entries
- Thank you packet

### 5K Sponsor - \$500

- Business logo on race apparel (2,500+ shirts)
- Ability to display company-supplied banners at race;
- Sponsor acknowledgement during race, on our webpage, Facebook page and in E-newsletter
- One complimentary race entry
- Thank you packet

### Mile Sponsor - \$250

- Business name on race apparel (2,500+ shirts)
- Sponsor acknowledgement on our webpage, Facebook page and in E-newsletter
- Thank you packet

\*If you have any questions about sponsorships, please contact Executive Director Jill Henwood at [jill@girlsontherungv.com](mailto:jill@girlsontherungv.com) or 970.261.5843.

\*Additional information about the race, as well as complimentary race registration forms, will be mailed in March to all of our sponsors.



Yes, we are interested in sponsoring the Spring 2012 Girls on the Run 5K!

\_\_\_\_\_ Marathon Sponsor (\$1,000)

\_\_\_\_\_ 10K Sponsor (\$750)

\_\_\_\_\_ 5K Sponsor (\$500)

\_\_\_\_\_ Mile Sponsor (\$250)

\_\_\_\_\_ Other/In-Kind Sponsor: \_\_\_\_\_

**Business Name** (please list name **exactly** as you would like the business to be listed on race materials):

\_\_\_\_\_

Primary Contact Person: \_\_\_\_\_

Email for Contact Person: \_\_\_\_\_ Phone: \_\_\_\_\_

Address, City, Zip: \_\_\_\_\_

Contact Person to obtain logo: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

\*Business logos can be emailed to [jill@girlsontherungv.com](mailto:jill@girlsontherungv.com)—please submit both an eps and jpeg or other format in black and white, and color.

Would your business serve as a registration pick-up location during the month of April/early May?    Yes    No

If yes, please list physical address: \_\_\_\_\_

Will your business be putting an item in our race schwag bags?    Yes    No

If yes, we will contact you in early April to pick up 600 items (coupons, samples, etc) to be put in race bags.

\_\_\_\_\_ Check Enclosed                      \_\_\_\_\_ Please Invoice

Please make checks payable to Girls on the Run of the Western Colorado and mail **completed form and check** to:

**GOTR 5K, 202 North Ave. #284, Grand Junction, CO 81501**

Please return this form by **Friday, February 17<sup>th</sup>** to guarantee recognition on our race materials.