



**8th Annual New Balance Girls on the Run 5K**  
**Sunday, May 16, 2010**  
**Sandcastle Waterpark - Homestead**



## 2010 sponsorship opportunities

We invite you to sponsor the 8th Annual New Balance Girls on the Run 5K, and be a part of helping the girls in our communities grow up strong, healthy and self-confident! For ten years now, Girls on the Run at Magee-Womens Hospital has been “educating and preparing girls for a lifetime of self-respect and healthy living”. Over these ten years in Pittsburgh and surrounding areas, the program continues to grow, with over 750 girls participating this past year!

Girls on the Run is a character development program for girls in grades 3-8 which uses running to teach values and a sense of self. The 12-week program combines training for a 5K (3.1 mile) event along with lessons on making healthy choices, teamwork, and a community service project. The annual New Balance Girls on the Run 5K is the culminating 5K event for the spring programs. Over 750 girls and 500 community runners gather to share in this special day as the girls accomplish their end of season goal!

We appreciate your consideration and review of the enclosed information, and we look forward to your support of the 8th Annual New Balance Girls on the Run 5K!

Sincerely,  
Meredith Colaizzi                      Andrea Sanders  
Race Director/Program Director      Sponsorship Director/Program Coordinator

I was in Girls on the Run last year and I thought that it was a really fun program. In Girls on the Run you learn how to eat better and how you can set a goal for yourself. When you're in Girls on the Run you get to make a lot of friends. On the last day of Girls on the Run, you do a 5K and at the end of the race you get a medal and after you play games and get snacks.  
**-gotr participant**

I learned that I could push myself and be better at whatever I want to do. The best part of Girls on the Run was what I accomplished, and learned about myself.  
**-gotr participant**

A program like Girls on the Run provides not only valuable self-confidence, but also provides the girls with the knowledge that their decisions are theirs.  
**-gotr parent**



★ **learn** ★ **dream** ★ **live** ★ **run**

# 2010 sponsorship opportunities

Your contribution is necessary to support the efforts that provide a fun, healthy learning environment for girls in southwestern Pennsylvania.



	Presenting \$10,000	Marathoner w/tent \$6,000	Marathoner \$5,000	Runner \$2,500	Sprinter \$1,000	Jogger \$500	Sponsor-A- Girl \$150
Print Deadline	February 26	February 26	February 26	February 26	March 19	March 19	March 19
<b>Sponsor Benefit</b>	1 available	9 available					
Recognized as "Presenting" sponsor in event promotion, including local magazine ads, radio spots, and Active.com registration	★						
Start and Finish Line Naming Rights (Ex. The (company name) Finish Line)	★						
"SAVE THE DATE" magnets w/ presenting sponsor logo distributed at the Pittsburgh Marathon Expo (1,000)	★						
Speaking opportunity on race day	★						
Exclusive tent/pavilion sponsorship at our 5K (Ex. Company named Volunteer Reg. Tent, Race Reg. Tent, Water Station, Mile Markers, etc.)	★	★					
Recognized on promotional banner used at Pittsburgh Marathon Expo, and hung at the Waterfront in Homestead	★	★	★				
Featured Sponsor for one month on GOTR monthly e-newsletter and weekly e-blasts; includes links to company website (2,000 contacts)	★	★	★				
Logo/Name printed on reusable bags given to 5K participants (1,300)	★	★	★				
Logo/Name on GOTR program t-shirts worn by girls and coaches (850)	★	★	★	★			
Logo/Name on race t-shirts worn by volunteers and community runners (500)	★	★	★	★	★		
Sign w/ sponsor logo on race course	★	★	★	★	★		
Corporate information table at race site in Food/Beverage Pavilion	★	★	★	★	★		
Company recognized on GOTR website, Magee-Womens Research Institute & Foundation website, and GOTR e-newsletter (3,000 contacts)	★	★	★	★	★	★	
Logo/Name placement on event ads: registration brochures (10,000), posters (100), yard signs (25), and race day signage	★	★	★	★	★	★	
Promotional product in race day bags (1,300)	★	★	★	★	★	★	
Verbal recognition at Opening Ceremony and recognized on 2011 sponsorship packet sent to local companies (500)	★	★	★	★	★	★	
Program Booklet Advertisement/Recognition (1,300)	Full page Back cover	Full page	Full page	1/2 page	1/4 page	Recognized	Recognized
Complimentary Race Registrations	8	6	6	4	2	1	
<b>Impact of YOUR investment in GOTR at Magee-Womens Hospital</b>	Underwrites program expenses and race entry for 4 new sites, or 60 girls	Underwrites program expenses and race entry for 40 girls	Underwrites program expenses and race entry for 33 girls	Underwrites program expenses and race entry for 16 girls	Underwrites program expenses and race entry for 7 girls	Underwrites program expenses and race entry for 3 girls	Underwrites program expenses and race entry for 1 girl

## site locations since 2001

Ammon Rec Center - Hill District  
Avalon Elementary - Northgate  
Avonworth Elementary - Avonworth  
Beaver County YMCA - Beaver County  
Bellevue Elementary - Northgate  
Belmar Elementary - Homewood  
Boyd Community Center - Fox Chapel  
Burchfield Elementary - Shaler Area  
Central Elementary - Hampton  
Clairton Education Center - Clairton  
Club One - East Liberty  
Colfax Elementary - Springdale  
Community Day School - Squirrel Hill  
Cornell Intermediate - McKeesport  
Dickson Intermediate - Woodland Hills  
Dorseyville Middle - Fox Chapel  
East Union Intermediate - Deer Lakes  
Emily Brittain - Butler Area  
First Presbyterian - Monongahela  
Fort Allen Elementary - Hempfield  
Fort Couch Middle School - Upper St. Clair  
Francis McClure - McKeesport  
Franklin Park Borough  
George Washington - McKeesport  
JCC - South Hills  
JCC - Squirrel Hill  
Jefferson Elementary - Mt. Lebanon  
Jefferson Rec. Center - Northside  
Kerr Elementary - Fox Chapel  
Kingsley Association - East Liberty  
Logan Middle School - East Allegheny  
Markham Elementary - Mt. Lebanon  
Mars Elementary - Mars Area  
Marzolf Elementary - Shaler Area  
N. Armstrong Middle School - Bethel Park  
Nicely Elementary - Greensburg Salem  
Northgate Middle school  
Northview Heights Northside  
O'Hara Elementary - Fox Chapel  
Oxford Athletic Club - East  
Oxford Athletic Club - North  
Pace School  
Paulson Community Center - East Liberty  
Peters Twp Recreation Center  
Pivik Elementary - Plum  
Shaler Area Elementary School - Shaler  
Shaler Area Middle School - Shaler  
St. Edmund's Academy - Sq. Hill  
Stewart Elementary - Lower Burrell  
The Ellis School - Shadyside  
Todd Lane Elementary - Monaca  
Upper Saint Clair Parks & Rec  
Verner Elementary - Verona  
Washington Hospital Teen Outreach  
West Mifflin Middle School  
West Penn Recreation Center - Polish Hill  
West View - North Hills  
Winchester Thurston - Shadyside  
Wylandville Elementary - Canon MacMillan

# in-kind donations

If you or your company would prefer to make an in-kind donation, please consider donating one of these items or services:

- Water
- Gatorade (sports drink)
- Bagels
- Fruit
- Cookies
- Other food items
- Cups – biodegradable preferred
- Items/goodies to be placed in race packets
- Items or products to be used as door prizes for post-race party
- DJ services/music/PA system/speakers
- Videographer
- Safety pins
- Tents
- Folding tables
- Safety cones
- Coolers or tubs for ice and water
- Napkins and paper towels
- Airhorn or starter gun
- Printing services
- Advertising
- Team of Company Volunteers for Race Day
- Craft Supplies for Creation Station – Non-Toxic
- Stage
- Mobile sound system

Please feel free to contact GOTR at Magee-Womens Hospital for additional opportunities to support GOTR and the 8th Annual New Balance Girls on the Run 5K.



My children have been involved in many programs but none that were so in keeping with the values I hope to teach my daughters as "Girls on the Run". It is far more important in life to be able to learn the skills of determination, friendship, sensitivity to others and self awareness than to be the person who runs the fastest and jumps the highest.

**-gotr parent**

What I like about this program is that you get to make new friends, exercise, and just have fun and be happy. At the end we run a 5K and it is a blast! You go to Sandcastle and run 3.1 miles and you get a medal at the end. It feels so good when you finish!

**-gotr participant**



## 2009 sponsors

FISA Foundation  
Sandcastle  
Medical Staff of Magee-Womens  
Hospital  
Highmark Blue Cross Blue Shield  
Heinz North America  
UPMC Health Plan  
Giant Eagle  
Volunteer Service Board of  
Magee-Womens Hospital  
Sitko, Rodella & Bruno, LLC  
Adagio Health  
Pittsburgh Center for  
Complimentary Health and  
Healing  
KidSports Magazine  
Nugo Nutrition  
Eat 'n Park  
Paragon Monteverde  
Littles Shoes  
Drs. William & Gordon Ott

## council partners



# Become a Proud Sponsor of Girls on the Run

\_\_\_\_\_  
sponsor name (exactly as it should appear on printed materials)

\_\_\_\_\_  
contact

\_\_\_\_\_  
address

\_\_\_\_\_  
city

\_\_\_\_\_  
state

\_\_\_\_\_  
zip

\_\_\_\_\_  
phone number

\_\_\_\_\_  
e-mail address

\_\_\_\_\_  
sponsor level

We cannot participate as a sponsor, but please accept our donation of: \$\_\_\_\_\_

We would like to make an in-kind donation of: \_\_\_\_\_

Approximate value: \$\_\_\_\_\_

### **please make checks payable to:**

Girls on the Run  
3339 Ward Street  
Pittsburgh, PA 15213

### **contact gotr at magee-womens hospital:**

Andrea Sanders 412.641.8904  
sandersae@mail.magee.edu  
[www.gotrmagee.org](http://www.gotrmagee.org)

