



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

YOUR SUPPORT MAKES A DIFFERENCE

Girls on the Run / STRIDE

2014 Spring 5K Sponsorship Packet

YMCA OF METROPOLITAN DETROIT



YMCA OF METRO DETROIT

STRIDE

gotrdetroit.org



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Greetings,

Girls on the Run incorporates training for a 5K with lessons that inspire third through eighth graders to develop essential life skills. The topics covered during the 10 weeks help young women develop and improve competence, feel confidence in who they are, respond to others and oneself with care and compassion, and make a meaningful contribution to community and society. **STRIDE** is a fun fitness and running program for boys in grades third through fifth. Boys have the chance to share their thoughts and opinions about various relative topics in a safe, encouraging environment that helps them develop character, while building their endurance to compete in a 5K. These affiliate program of the YMCA of Metropolitan Detroit will culminate in a celebratory 5K on Sunday May 18th in Downtown Ferndale. The Y will also be hosting the first annual GOTR / STRIDE EXPO for families on Saturday May 10th at the Farmington Family YMCA.

Will you consider sponsoring the Girls on the Run and Stride 5K Series?

With your support, you will be recognized by a growing number of families, volunteers, and supporters who live and work in the Metro Detroit area. This season we have had over 2,000 young men and women participate in these programs, as well as 400 plus volunteer coaches. We expect to have many of these families represented at the Expo on May 10th, and nearly 4,000 attend the 5K the following weekend. In this packet you will find the details of sponsorship levels for the Spring 2014 5K events. In order to receive all print and apparel benefits, sponsors must be committed by April 11th. Thank you in advance for considering a partnership with the YMCA of Metro Detroit.

For youth development,

Jackie Kippen
Director, GOTR and STRIDE
YMCA of Metropolitan Detroit





The Girls on the Run and STRIDE 5K serve as a community celebration of each child's strengths and accomplishment while also teaching important lessons about setting and achieving big goals! Here is what youth and families in your community have said about the Girls on the Run and STRIDE programs:

"I was a non-exerciser when I started as Claudia's running buddy 3 years ago. Now I run 3-4 days per week and am in better shape than in the last 15 years. Thank you for inspiring girls AND their families!" -GOTR Parent

"Friendship and confidence are by far the most valuable aspect of the program" GOTR parent

"For the girls that aren't very good in sports and are unable to make "teams", I think this is a great bonding experience and improves their moral" -GOTR Parent

"The program as we experienced it was a great balance of socialization, peer support and physical activity. It was especially great for my son, who has ASD, to be able to participate and be accepted by his peers and to be a part of a group" - STRIDE parent

As a parent I Loved the weekly discussions about things like bullying, teamwork, healthy behaviors, etc. - STRIDE Parent

"I have learned how to take care of myself to stay healthy and active"- GOTR participant

"How to set goals"- STRIDE participant

Sponsorship Levels

Sponsoring YMCA programs like Girls on the Run and Stride of Metro Detroit reflects your companies support of the YMCA's values of youth development, healthy living and social responsibility You'll be supporting more than just a running club, you're partnering to support programs that inspire young people to be joyful, healthy, and confident.

	Platinum	Gold	Silver	Friend
Company name or logo featured on 5K t-shirt and finish line or Stage	*			
Company name or logo on 5K registration and link in confirmation e-mail	*			
Mention in media releases and social media for the 5K	*	*		
Signage at special activity of your choice (limited space)	*	*		
Logo on 5K Race Bags at Expo	*	*	*	
Company name listed on GOTR Greater Detroit Website	*	*	*	
Company banner and sponsor table at the First annual Expo	*	*	*	*
Complimentary Registrations	10	5	2	0

Declaration of Sponsorship must be provided by April 11th, 2014 for inclusion of the company logo or name on this year's T-shirt.

5K Special Activities

The YMCA is dedicated to creating a family friendly event for all GOTR and STRIDE participants. Below is a description of the special events that your company can have signage at as a Gold or Platinum Sponsor.

	Level	Stations Available	Description
Water Stations	Platinum and Gold	2	2 water stations located along the route. This is also a great volunteer opportunity for your organization
Mile Markers	Platinum and Gold	3	Have your company's logo along the route at a mile 1, 2, or 3
Post Race Refreshments	Platinum and Gold	2	Runners will stop here after the race to re-hydrate
Happy Hair	Platinum and Gold	4	The most exciting part for the participants! Boys and girls can have their hair colored and get their face painted before the 5K!
Finish line (side)	Platinum and Gold	4	Have your name on the side of the Finish line as participants cross
Finish Line (top)	Platinum (commitment of \$3000 or more)	1	Focal point for photos before and after the race.
Stage	Platinum	1	There will be a DJ on stage and the stage will be the main focal point before the start of the race.

Exhibitor Information

Companies who commit to the “Friend” level of sponsorship or higher are invited to attend the First annual Girls on the Run and STRIDE 5K Expo. This event is open to all participants and families, and is free of charge.

Expo Location: Farmington Family YMCA 28100 Farmington Road Farmington Hills, MI. 48334	Expo Times: Saturday May 10th 12:00–6:00 pm
Setup: Friday May 9th 2:00–4:00 pm or Saturday May 10th 11:00 am–12:00 pm <small>*Vendors can drop off supplies, supplies can be locked up overnight</small>	Teardown: Saturday May 10th 5:30–6:00 pm
EXPO Contact: Jackie Kippen : 248-370-9622 x 228 Jkippen@ymcadetroit.org	Expo Contact Day of Race: Jackie Kippen : 586-524-3586

Terms and Conditions:

Each space is approximately 10’ wide and 5’ deep and includes one table approximately 8’ by 2’, 2 chairs. (No back wall Drape, side wall drape, or dividers between spaces.) Exhibitors may not hang banners from facility walls, but may put them on the front of their tables. Exhibitors are responsible for bringing their own promotional banners or materials.

The YMCA of Metro Detroit is not responsible for any lost or stolen items. The YMCA reserves the right to deny vendors whose products do not align with our core values.

Payment Policy:

Exhibitor tables are reserved for Sponsors at the “Friend” level of GOTR. A sponsorship of \$200 is required along with the completion of the Electronic Exhibitor Contract. This will be sent to you after you have committed as a sponsor. Check and Credit Card accepted; please make checks payable to the YMCA of Metro Detroit.

Cancellation and Reduction Policy:

Any cancellations or changes must be received by Jackie Kippen by April 18th. Any cancellation made after this date will not be refunded.

Raffles:

All exhibitors are requested to provide one raffle item & may collect information from expo participants. Raffle items must be approved by the YMCA of Metro Detroit prior to the Expo. The YMCA reserves the right to stop any raffles of products or other activities not approved or listed on the contract.



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Girls on the Run / STRIDE Sponsorship Form YMCA OF METROPOLITAN DETROIT

We are proud to support youth in our community to be joyful, healthy, and confident by sponsoring the YMCA of Metropolitan Detroit's Girls on the Run and STRIDE programs at the following level (Please Check One):

- Platinum (\$1,000 and above) Silver (\$500 and above)
 Gold (\$750 and above) Friend (\$200 and above)

Equivalent in-kind donations may qualify for sponsorship levels

Will your company attend the Expo on Saturday, May 10? Yes No

Name _____

Company _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email _____

Your companies logo file is needed. Acceptable file formats: EPS/AI/JPEG (high resolution only). If an acceptable file is not received by the deadline only your companies name will appear in bold font. Please have your companies graphics person email logo to jkippen@ymcadetroit.org

- Our Check is enclosed
 Our Check will follow (Please make check payable to the YMCA of Metropolitan Detroit)
 Pay By Credit Card Please Select One: VISA MASTER CARD

Card Number _____ Exp. Date _____ Security Code _____

Name on Card _____ Signature _____

In Addition to our sponsorship, we would like to support the YMCA in the Following way:

- We would like our complimentary registrations to go to families of girls who otherwise could not run in the 5K
 Our company would like to volunteer at the 5K event on May 18th, 2014

Return this form to:

Jackie Kippen, Director GOTR and STRIDE
YMCA OF METROPOLITAN DETROIT
3378 E. Walton Blvd, Auburn Hills, MI. 48236
jkippen@ymcadetroit.org