



# Run for the Cookies 5K

## Sponsorship Opportunities



Fall 2026



Location Coming Soon!

### About the Event

Girl Scouts of Greater Atlanta is thrilled to present our FOURTH annual Run for the Cookies 5K!

In 2025, more than 1,400 runners and their families joined us for a fun, high energy day of movement, community, and a box of Girl Scout Cookies for every runner, all while raising critical funds to expand access to Girl Scout programs for girls across Georgia.



### Who We Are

Girl Scouts is the premier leadership organization for girls, providing the best program in the world to help them build the courage, confidence, and character needed to make the world a better place.

We proudly serve over 24,000 girls across 34 counties in Georgia, providing programs that empower them to lead, learn, and thrive.

### Why Partner with Us?

- **Brand Visibility:** Gain exposure to over 1,400 engaged attendees through branding on our race shirts, event signage, social media, and the event website.
- **Community Impact:** Show your company's dedication to empowering strong, confident girls who are ready to become the bold leaders of tomorrow.
- **Meaningful Engagement:** Connect with families and community members in a fun, family-friendly atmosphere at your premier vendor table in our Cookie Village.

*By becoming a sponsor, your company will play a vital role in making Girl Scouts accessible to every girl - empowering her to discover her passions and develop the skills to make the world a better place.*

Scan here  
to learn more.





# Sponsorship Levels and Benefits

*A singular Presenting Sponsor opportunity is available at the \$25,000 level, offering premier recognition across all event materials and promotions.*

| Sponsor Benefits  | Diamond Sponsor<br>\$15,000 | Platinum Sponsor<br>\$10,000 | Gold Sponsor<br>\$5,000 | Silver Sponsor<br>\$2,500 | Bronze Sponsor<br>\$1,000 | Emerald Sponsor<br>\$500 |
|---|-----------------------------|------------------------------|-------------------------|---------------------------|---------------------------|--------------------------|
| Logo placement on the event registration website  | •                           | •                            | •                       | •                         | •                         | •                        |
| Logo placement on a "thank you to our sponsors" sign at the event                               | •                           | •                            | •                       | •                         | •                         | •                        |
| Logo placement on the event t-shirt   | •                           | •                            | •                       | •                         | •                         | Name Only                |
| Complimentary 5K race entries   | 10 entries                  | 8 entries                    | 6 entries               | 4 entries                 | 2 entries                 | 1 entry                  |
| Vendor booth at the event   | •                           | •                            | •                       | •                         | •                         | •                        |
| Recognition in a social media post about the event  | •                           | •                            | •                       | •                         | •                         |                          |
| Verbal recognition at the awards ceremony   | •                           | •                            | •                       | •                         |                           |                          |
| Company employees to volunteer at the race  | •                           | •                            | •                       | •                         |                           |                          |
| Inclusion in a GSGATL LinkedIn Donor Spotlight post   | •                           | •                            |                         |                           |                           |                          |
| Opportunity to sponsor a mile of the race course  | •                           | •                            |                         |                           |                           |                          |
| Organization name listed on the "Our Donors" page on the Girl Scouts of Greater Atlanta website | •                           | •                            |                         |                           |                           |                          |
| Logo placement at the start or finish line  | •                           | •                            |                         |                           |                           |                          |
| Logo placement on the racing bib  | •                           |                              |                         |                           |                           |                          |



## Ready to become a sponsor?

Contact Kiersten Rome,  
Corporate Relations Manager,  
at [krome@gsgatl.org](mailto:krome@gsgatl.org)  
or 404-906-2039.

**The deadline to become a sponsor and receive full benefits is October 14, 2026.**



## In-kind Donations

Sponsors donating goods and services receive the same benefits as cash sponsors based on the monetary value of the items donated.

### Items needed include, but are not limited to:

- Fresh fruit (e.g. bananas and apples)
- Snacks (e.g. granola bars, pretzels, applesauce, etc.)
- Drinks (e.g. water, sports drinks, juice, sparkling water, iced tea, etc.)
- Coffee and breakfast for volunteers. (e.g. donuts, breakfast sandwiches, etc., quantity: 100)
- First-aid supplies (e.g. bandages, antibiotic creams, pain medicine, etc.)



**Every dollar raised through this event supports local girls, helping every girl unlock her potential and become a force for positive change.**

Specifically, your support will...

- Provide financial assistance for memberships, uniforms, and program fees so that every girl can access the full Girl Scout experience.
- Fund hands-on programs that allow girls to explore STEM, entrepreneurship, leadership, and outdoor adventures.
- Ensure volunteer readiness and safety by covering the cost of background checks and providing essential volunteer training.
- Maintain and improve camp properties while funding camp scholarships, ensuring ALL girls have the opportunity to build confidence and resilience through outdoor experiences.

Girl Scouts of Greater Atlanta is a 501(c)3 tax-exempt organization and your donation is tax-deductible within the guidelines of U.S. law. You will receive an official acknowledgement letter for your gift.

**Stay connected with us on social media to see how your support is making a difference.**

 [@girlscoutsatl](https://www.instagram.com/girlscoutsatl)

 [@GirlScoutsAtl](https://www.facebook.com/GirlScoutsAtl)

 [Girl Scouts of Greater Atlanta](https://www.linkedin.com/company/Girl-Scouts-of-Greater-Atlanta)

[GirlScoutsATL.org](https://www.GirlScoutsATL.org)