



12TH ANNUAL

# Sneaker Soirée

## POWERFUL IN PINK

A PINK PARTY BENEFITING GIRLS ON THE RUN UTAH

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2024 SPONSOR OPPORTUNITIES



# Sneaker Soirée

**FRIDAY, SEPTEMBER 20, 2024**

**University of Utah Alumni House**

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## **EMPOWER HER FUTURE AS A 2024 SNEAKER SOIRÉE SPONSOR**

Your generous sponsorship will ensure that Girls on the Run can continue changing the lives of girls throughout Utah, allowing them to be their own superhero and make a positive difference in their community.

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## **POWERFUL IN PINK PARTY**

Grab your favorite sneakers, break out your superpowers, and come dressed in your pinkest party attire. Superheroes welcome! Our evening will feature a fun cocktail party with an open bar, appetizers, photo booth, and fabulous auction items as well as dinner and an inspiring Girls on the Run program.



IT'S TIME TO SHOW  
**YOUR POWER**

## GUEST SPEAKER

# SHANNON BAHRKE

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Shannon was born and raised in Lake Tahoe, CA and moved to Salt Lake City, UT in 1998 to pursue her dreams of earning a spot on the U.S. Ski Team and ultimately competing for the USA at the Winter Olympic Games. She competed on 6 World Championship Teams, 3 Olympic Teams, brought home 2 Olympic Medals, 7 World Cup wins, 1 Overall World Cup Title, and 6 National Titles. She has recently joined her heroes and was inducted into the U.S. Ski & Snowboard Hall of Fame in March 2024.



Since her retirement in 2010 she and her husband, Matt, opened and successfully sold their first company together, Silver Bean Coffee. She wrote a children’s book titled “Mommy, Why Is Your Hair Pink?” She also founded and is the CEO of an international leadership development and team building company, Team Empower Hour. She also delivers inspirational keynote speeches around the globe, is a Ski Champion for Deer Valley Resort, and her favorite job of all – leading by example in raising her daughter Zoe and son Tucker.



## TRAILBLAZER AWARDEE

# AMY LEININGER

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Over the years, Amy has been a superstar coach, sponsor and advocate for Girls on the Run Utah. Amy’s philanthropic spirit shines through with everything she does. From being a business owner of The Ruin and Central 9th Market, to serving on numerous community boards, Amy is truly making a difference one person at a time.

# SPONSORSHIP OPPORTUNITIES

**PINK POWER** premier sponsor · \$25,000

**PINK PANTHERS** matching grant sponsor · \$10,000

**PRETTY IN PINK** photo booth sponsor · \$6,000

**THINK PINK** opportunity drawing sponsor · \$6,000 (sold)

**SUPERHERO** table sponsor · \$1,600

**VIRTUAL SUPERHERO** virtual table sponsor · \$1,600

Over the past 17 years, Girls on the Run Utah has worked tirelessly to strengthen the **MENTAL, PHYSICAL, AND EMOTIONAL HEALTH** of all Utah girls, and we've had so much fun along the way. We hope you join us in continuing our mission of inspiring all girls to be joyful, healthy, and confident.

We need your support to continue serving over 2,000 girls next year with curriculum, program support, healthy snacks, coach training and scholarships. **MORE THAN \$900,000 IN FUNDING** is required to deliver a quality program to all Utah girls who would like to participate, regardless of their family's ability to pay. Over 55% of the girls we serve are from low-income households.

We believe that **EVERY GIRL IS INHERENTLY FULL OF POWER** and potential. By knowing they are the leaders of their lives, these girls will change the world. Join us in ensuring the girls in our shared communities are given the tools they need to grow and truly shine.

**LEARN MORE ABOUT OUR MISSION AT  
GIRLSONTHERUNUTAH.ORG**

## PINK POWER - Premier Sponsor

**\$25,000 - one sponsorship available**

*As a premier event sponsor of the evening, your generosity will make the largest impact for our girls.*

### SPONSORSHIP INCLUDES:

- Recognition as the PREMIER sponsor at the event
- 1 VIP table for 8 guests each with preferred placement
- 2 bottles of champagne or sparking beverage for your table
- On-screen and verbal recognition during the program
- Logo on event invitation and program
- Logo and company link on the Girls on the Run Utah event website
- Logo on all marketing materials distributed to an audience of nearly 17,000
- 16 race entries for our fall 5K celebration on November 16, 2024

## PINK PANTHERS - Matching Grant Sponsor

**\$10,000 - two sponsorships available**

*Your generous sponsorship will bring joy to our girls as you help us double the amount of funds raised for our program.*

### SPONSORSHIP INCLUDES:

- Recognition as the MATCHING GRANT sponsor at the event
- 1 VIP table for 8 guests with preferred placement
- 2 bottles of champagne or sparking beverage for your table
- On-screen and verbal recognition during the program
- Logo on event invitation and program
- Logo and company link on the Girls on the Run Utah event website
- Logo on all marketing materials distributed to an audience of nearly 17,000
- 10 race entries for our fall 5K celebration on November 16, 2024



## PRETTY IN PINK · Photo Booth Sponsor

**\$6,000 · one sponsorship available**

*Ancrease your visibility by sponsoring the most fun part of the evening!*

### SPONSORSHIP INCLUDES:

- Recognition as the PHOTO BOOTH sponsor
- 1 VIP table for 8 guests with preferred placement
- 2 bottles of champagne or sparking beverage
- On-screen and verbal recognition during the program
- Logo on all photo booth images sent to guests
- Logo on event invitation and program
- Logo and company link on the Girls on the Run Utah event website
- Logo on all marketing materials distributed to an audience of nearly 17,000
- 8 race entries for our fall 5K celebration on November 16, 2024

## THINK PINK · Opportunity Drawing Sponsor

**\$6,000 · one sponsorship available (sold)**

*Sponsor the most popular item at the event!*

### SPONSORSHIP INCLUDES:

- Recognition as the OPPORTUNITY DRAWING sponsor
- 1 VIP table for 8 guests with preferred placement
- 2 bottles of champagne or sparking beverage
- On-screen and verbal recognition during the program
- Logo on all photo booth images sent to guests
- Logo on event invitation and program
- Logo and company link on the Girls on the Run Utah event website
- Logo on all marketing materials distributed to an audience of nearly 17,000
- 8 race entries for our fall 5K celebration on November 16, 2024



## SUPERHERO - Table Sponsor

**\$1,600 - limited availability**

*As a table sponsor, your support will provide funding for a team of 8 underserved girls.*

### SPONSORSHIP INCLUDES:

- Recognition as a TABLE sponsor at the event
- 1 table for 8 guests
- 1 bottle of champagne or sparking beverage at your table
- Logo and company link on the Girls on the Run Utah event website
- 2 race entries for our fall 5K celebration on November 16, 2024

## VIRTUAL SUPERHERO - Virtual Table Sponsor

**\$1,600 - unlimited availability**

*Support our fundraising efforts without attending the party in person.*

### SPONSORSHIP INCLUDES:

- Recognition as a VIRTUAL TABLE sponsor at the event
- Access to view and bid during the online silent auction
- Link to the event's live stream
- Logo and company link on the Girls on the Run Utah event website
- 2 race entries for our fall 5K celebration on November 16, 2024





## **BE A SNEAKER SOIRÉE SPONSOR**

Together we can create a world where every girl knows her limitless potential and is free to boldly pursue her dreams.

**If you're interested in being an event sponsor, please contact [allison@girlsontherunutah.org](mailto:allison@girlsontherunutah.org) or (801) 598-8852.**

**[GIRLSONTHERUNUTAH.ORG/SOIREE](http://GIRLSONTHERUNUTAH.ORG/SOIREE)**