



A SPONSORSHIP THAT MAKES A DIFFERENCE

YMCA of Greensboro

Why Your Sponsorship Matters

Your sponsorship will help us make a difference.

Embedded in the community for more than 100 years, the YMCA of Greensboro is the leading nonprofit organization **strengthening the community** through youth development, healthy living and social responsibility. We are a part of an international organization with one of the strongest brand identities in the world. We have been instrumental in developing, influencing and providing human service programs since 1844. The support and guidance of our dedicated volunteers, as well as the heartfelt effort and commitment of our staff members, is what makes the difference at the YMCA.

Custom sponsorships are available. For more information, please contact Sonsera Kiger, VP of Philanthropy, at sonsera.kiger@ymcagreensboro.org or call **336.894.1257**.

What does it mean to be a sponsor?

As a sponsor, you will be associated with a **well-respected, nationally recognized** charity; have the opportunity to impact the healthy living movement in our community and receive the **full support** of the YMCA of Greensboro's marketing and development departments to promote this sponsorship according to the specifics outlined in the agreement.

1 Association. 7 Branches with a Resident Camp.

Alex W. Spears III YMCA | Northwest

Eden Family YMCA | Eden

Hayes-Taylor Memorial YMCA | Southeast

Kathleen Price Bryan Family YMCA | Downtown

Mary Perry Ragsdale Family YMCA | Jamestown

Reidsville Family YMCA | Reidsville

Stoney Creek Express YMCA | Whitsett

YMCA Camp Weaver | Southeast



YMCA Youth and Adult Sports Sponsorship Opportunities

Limited availability. First come, first served.

Must secure sponsorship at least six weeks prior to sports season to receive all benefits.

Association Level Opportunities

ANNUAL SPORTS AND COMMUNITY SPONSOR – \$30,000

- Sponsor all seasons of youth sports throughout the YMCA of Greensboro association which includes Bryan Family YMCA, Eden Family YMCA, Hayes-Taylor YMCA, Ragsdale Family YMCA, Reidsville Family YMCA and Spears Family YMCA for one year
- Logo placement on YMCA sports webpage with link to sponsor's website
- Logo placement opportunities throughout the year, including graphics on ReachTV
- Six social media posts to more than 32,000 followers on the YMCA of Greensboro social media accounts
- 2' x 4' thank you banner in gymnasium, on field fence or in A-frame for entire duration of all sessions in each location above
- Listing in the YMCA of Greensboro Annual Report
- Logo recognition once a quarter in the member newsletter for 1 year that is emailed to 15,000+ members and Y supporters
- Logo on team shirts

ANNUAL SPORTS SPONSOR – \$15,000

- Sponsor all seasons of youth sports throughout the YMCA of Greensboro association which includes Bryan Family YMCA, Eden Family YMCA, Hayes-Taylor YMCA, Ragsdale Family YMCA, Reidsville Family YMCA and Spears Family YMCA for one year
- Logo placement on YMCA sports webpage with link to sponsor's website
- 6 total social media posts on the YMCA of Greensboro accounts during the year of sponsorship to more than 32,000 followers
- 2' x 4' thank you banner in gymnasium, on field fence or in A-frame for entire duration of all sessions in each location above
- Listing in the YMCA of Greensboro Annual Report
- Logo recognition once a quarter in the member newsletter for 1 year that is emailed to 15,000+ members and Y supporters
- Logo on team shirts

SINGLE SEASON SPORTS SPONSOR – \$5,000

- Sponsor one season of youth sports throughout the YMCA of Greensboro association, which includes Bryan, Eden, Hayes-Taylor, Ragsdale, Reidsville and Spears YMCA branches
- Logo placement on sports webpage
- 2' x 4' thank you banner in gymnasium, on field fence or in A-frame for entire duration of all sessions at one of the locations above
- Listing in Annual Report
- Logo recognition once a quarter in the member newsletter for 1 year that is emailed to 15,000+ members and Y supporters
- Logo on team shirts

YMCA Youth and Adult Sports Sponsorship Opportunities

Limited availability. First come, first served.

Must secure sponsorship at least six weeks prior to sports season to receive all benefits.

Branch Level Opportunities

SINGLE SEASON SPORTS SPONSOR

Under 500 participants: \$1,500 | 500 or more participants: \$2,500

- Sponsor one season of youth sports at one YMCA branch
- Logo on the sleeve or back of player jerseys
- 2' x 4' thank you banner in gymnasium, on field fence or in A-frame for duration of the season

TWO TEAM SPORTS SPONSOR – \$500

- Sponsor two team sports seasons of youth sports
- Logo on the sleeve or back of player jerseys

SINGLE TEAM SPORTS SPONSOR – \$300

- Sponsor one team sports season of youth sports at one branch
- Logo on the sleeve or back of player jerseys



Carolina Spike Force Sponsorship Opportunities

LEGACY SPONSOR – \$1,000

- Logo on practice shirts
- Logo on team banner for the year
- Logo placement on YMCA Carolina Spike Force website
- Introduction of business at signing night

TEAL SPONSOR – \$500

- Logo on team banner for the year
- Introduction of business at signing night

Aquatics Sponsorship Opportunities

Participants of our kids' swim league will work on stroke mechanics, proper starting technique, turns and finishes. Kids will not only learn the fundamentals and how to work together on a team, but also build self-confidence, endurance and strength for a brighter future. The GCY (Greensboro Community YMCA) Makos Swim Team is the YMCA of Greensboro's year-round swim team for children 5 and up.

ANNUAL YOUTH SWIM LEAGUE SPONSOR – \$5,000

- Sponsor two seasons of youth swim team
- Logo placement on shirt
- Listing in the YMCA of Greensboro Annual Report
- Mention in press releases and heat sheets
- Logo on the GCY website for two seasons
- Logo recognition in the GCY newsletter for two seasons

INDIVIDUAL SWIM TEAM SPONSOR – \$2,500

- Sponsor one season of youth swim team
- Logo placement on shirt
- Listing in the YMCA of Greensboro Annual Report
- Mention in press releases and heat sheets
- Logo on the GCY website for one season
- Logo recognition in the GCY newsletter for one season

Purple Penguins

The Purple Penguins swim team at the Eden Family YMCA has had a strong presence and tradition in the competitive swimming community for almost 40 years. The Penguins program strives to offer a great program for every member, from the youngest and newest member to our veteran senior swimmers.

ANNUAL YOUTH SWIM LEAGUE SPONSOR – \$1,000

- Sponsor one season of youth swim team
- Logo placement on shirt
- Listing in the YMCA of Greensboro Annual Report
- Mention in press releases and heat sheets
- Logo on four Eden Family YMCA social media posts

ICEBERG LEVEL LEAGUE SPONSOR – \$500

- Sponsor one season of youth swim team
- Logo placement on shirt
- Logo on one Eden Family YMCA social media post
- Listing in the YMCA of Greensboro Annual Report

Summer Camp Sponsorship Opportunities

YMCA Summer Day Camps allow kids of all ages to develop new skills, make new friends, create lasting memories and develop their character while having the time of their lives. Campers will enjoy activities like field trips, swimming, team building, games, arts and crafts and more.

Must secure sponsorship at least six weeks prior to the beginning of Summer Camp to receive all benefits.

SUMMER CAMP PRESENTING SPONSOR – \$10,000

This is an association-wide sponsorship that includes Bryan, Eden, Hayes-Taylor, Ragsdale, Reidsville and Spears YMCA Summer Day Camps.

Logo Placement

- Sponsor's company logo in weekly camp newsletter, flyers, and magnet on bus for year of sponsorship

Promotion

- Social media recognition to more than 32,000 followers
- Inclusion in all summer day camp email blasts and promotion

Bonus Opportunities

- Opportunity to participate at Healthy Kids Day® and share information with event participants if sponsorship is secured by March 1

SUMMER CAMP BRANCH SPONSOR – \$2,500

This sponsorship would be with one YMCA of Greensboro branch

Logo Placement

- Branch-specific posters for Summer Day Camp for the year of sponsorship

Promotion

- Two social media posts to more than 32,000 followers on the YMCA of Greensboro social media accounts
- Inclusion in all Summer Day Camp promotional email blasts

Annual Reidsville YMCA Turkey Trot Sponsorship Opportunities

The Turkey Trot has been a Rockingham County community tradition for over 40 years; each year bringing in hundreds of adults, children and families to run, walk or jog our race.

Must secure sponsorship at least six weeks prior to the event to receive all benefits.

SUPER TURKEY LEVEL – \$2,500

- Logo placement on event posters, event T-shirt and logo on water station signs
- Four free race entries and event booth space opportunities
- Four social media posts to more than 32,000 followers on the YMCA of Greensboro and Reidsville Family YMCA social media accounts
- Ability to send information home with attendees
- Inclusion in all email blasts related to the races, reaching more than 15,000 recipients

TURKEY LEVEL – \$1,000

- Logo placement on event posters, event t-shirt and logo on water station signs
- Two free entries
- Two social media posts to more than 32,000 followers on the YMCA of Greensboro and Reidsville YMCA social

STUFFING LEVEL – \$500

- Logo placement on event t-shirt and logo on water station signs
- One free race entry
- One social media posts to more than 32,000 followers on the YMCA of Greensboro and Reidsville YMCA social

GRAVY LEVEL – \$250

- Logo placement on event t-shirt
- One free race entry
- One social media posts to more than 32,000 followers on the YMCA of Greensboro and Reidsville YMCA social

PUMPKIN PIE LEVEL – \$100

- Logo placement on event T-shirt

Annual Ragsdale YMCA Reindeer Romp Sponsorship Opportunities

The Reindeer Romp has been a Jamestown community tradition for over 20 years; each year bringing in hundreds of adults, children and families to run, walk or jog our race. This race is held annually on the second Saturday of December. For more information please contact marlee.rindal@ymcagreensboro.org or christopher.miller@ymcagreensboro.org.

Must secure sponsorship at least six weeks prior to the event to receive all benefits.

PRESENTING SPONSOR – \$2,500

Your company's logo prominently displayed on:

- Media advertising, promotion and email blasts
- Reindeer Romp poster
- Reindeer Romp RunSignUp webpage
- Event t-shirt
- Four social media posts on the YMCA of Greensboro and Ragsdale YMCA social media accounts

Your company will be verbally acknowledged in:

- Media advertising and promotion
- Announcement of sponsors at the beginning and end of the event
- Opportunity to speak at the beginning of the event

Additional sponsor benefits:

- Sponsor name or logo included in all race promotions and mentions (e.g. Reindeer Romp Presented by NAME)
- Opportunity to kick off the event
- Two 20 x 10 foot booth spaces at the race
- Ten complimentary race registrations
- Opportunity to provide up to two items in racer registration packets (subject to approval)
- Two of your company's banners (provided by you) hung at the Ragsdale YMCA entrance during business hours for one week at the event
- Announcement of sponsor involvement within our pre-event emails

RUDOLPH SPONSOR – \$1,000

Your company's logo prominently displayed on:

- Media advertising, promotion and email blasts
- Reindeer Romp poster
- Reindeer Romp RunSignUp webpage
- Event T-shirt
- Two social media posts on the YMCA of Greensboro and Ragsdale YMCA social media accounts

Your company will be verbally acknowledged in:

- Media advertising and promotion
- Announcement of sponsors at the beginning and end of the event

Additional sponsor benefits

- One 20 x 10 foot booth space at the race
- Five complimentary race registrations
- Opportunity to provide up to two items in racer registration packets (subject to approval)
- One of your company's banners (provided by you) hung at the Ragsdale YMCA during the event
- Announcement of sponsor involvement within our pre-event emails

Annual Ragsdale YMCA Reindeer Romp Sponsorship Opportunities

The Reindeer Romp has been a Jamestown community tradition for over 20 years; each year bringing in hundreds of adults, children and families to run, walk or jog our race. This race is held annually on the second Saturday of December. For more information please contact marlee.rindal@ymcagreensboro.org or christopher.miller@ymcagreensboro.org.

Must secure sponsorship at least six weeks prior to the event to receive all benefits.

FROSTY SPONSOR – \$750

Your company's logo prominently displayed on:

- Reindeer Romp RunSignUp webpage
- Event T-shirt
- Two social media posts on the YMCA of Greensboro and Ragsdale Family YMCA social media accounts

Your company will be verbally acknowledged in:

- Announcement of sponsors at the beginning and end of the event

Additional sponsor benefits:

- One 10 x 10 foot booth space at the race
- Five complimentary race registrations
- One of your company's banners (provided by you) hung at the Ragsdale Family YMCA during the event
- Opportunity to provide up to two items in racer registration packets (subject to approval)

STOCKING STUFFER SPONSOR – \$500

Your company's logo prominently displayed on:

- Reindeer Romp RunSignUp webpage
- Event T-shirt
- Two social media posts on the YMCA of Greensboro and Ragsdale YMCA social media accounts

Your company will be verbally acknowledged in:

- Announcement of sponsors at the beginning and end of the event

Additional sponsor benefits:

- One 10'x10' booth space at the race
- Two complimentary race registrations
- One of your company's banners (provided by you) hung at the Ragsdale YMCA during the event
- Opportunity to provide one item in racer registration packets (subject to approval)

FRIENDS OF REINDEER – \$300

Your company's logo prominently displayed on:

- Reindeer Romp RunSignUp webpage
- Event T-shirt
- One social media post on the YMCA Greensboro and Ragsdale Family YMCA accounts

Your company will be verbally acknowledged in:

- Announcement of sponsors at the beginning and end of the event

Additional sponsor benefits

- One complimentary race registration

Camp Weaver Golf Tournament Sponsorship Opportunities

Must secure sponsorship at least nine weeks prior to the event to receive all benefits.

PRESENTING SPONSOR – \$10,000

The presenting sponsor gives naming rights for the Golf Tournament for 1 year

Logo Placement

- Logo on ReachTV in YMCA branches for eight weeks prior to the event
- Logo and recognition on all event related materials
- Appears on team photos emailed to each player post-event
- Signage at four holes

Event Participation

- Entry for two 4-person teams
- Speaking opportunity at event
- Gift for each player on the team

Promotion

- Four social media posts on the YMCA Camp Weaver social media accounts
- A poster with logo at Casper Hall at Camp Weaver for 12 months

EAGLE SPONSOR – \$7,000

Logo Placement

- Logo on ReachTV in YMCA branches for four weeks prior to the event
- Logo included in reception area
- Signage at two holes

Event Participation

- Entry for one 4-person team
- Gift for each player on the team

Promotion

- Two social media posts on the YMCA Camp Weaver social media accounts
- A poster with logo at Casper Hall at Camp Weaver for 12 months

BIRDIE SPONSOR – \$3,000

Logo Placement

- Logo on all event-related materials
- Logo included in reception area
- Signage at one hole

Event Participation

- Entry for one 4-person team
- Gift for each player on the team

Promotion

- A poster with logo at Casper Hall at Camp Weaver for 12 months
- One social media posts on the YMCA Camp Weaver social media accounts

Camp Weaver Golf Tournament Sponsorship Opportunities

Must secure sponsorship at least nine weeks prior to the event to receive all benefits.

PAR SPONSOR – \$2,000

Logo Placement

- Logo on all event-related materials
- Logo included in reception area
- Signage at one hole

Event Participation

- Entry for two golfers
- Gift for each player on the team

GOLF BALL SPONSOR – \$2,000

Logo Placement

- Logo included on a 3-pack sleeve of golf balls given to each player

PUTTING CONTEST SPONSOR – \$2,000

Logo Placement

- Logo on sign at putting contest green

Camp Weaver Golf Tournament Sponsorship Opportunities

Must secure sponsorship at least nine weeks prior to the event to receive all benefits.

“SWAG BAG” SPONSOR – \$1,500

Logo Placement

- Logo on one “swag bag” item given to all golfers

CART SPONSOR – \$1,500

Logo Placement

- Logo included on each golf cart

LUNCH SPONSOR – \$1,000

Logo Placement

- Recognition of lunch sponsor before play
- Logo included on event website page

HOLE SPONSOR – \$500

Logo Placement

- Logo included at reception area
- Signage at one hole

SPECIAL EVENTS

Hayes-Taylor Memorial YMCA Car Show

Must secure sponsorship at least six weeks prior to the event to receive all benefits.

DIAMOND SPONSOR – \$1,000

- Extra large logo on sponsor banner and T-shirts
- Verbal and print recognition on media announcements and publications
- An award named after your corporation/company

GOLD SPONSOR – \$750

- Logo on sponsor banner and T-shirts
- Verbal and print recognition on media announcements and publications
- Special bags for Veterans and youth with your logo

SILVER SPONSOR – \$500

- Logo on sponsor banner and T-shirts

SPECIAL EVENTS

Hayes-Taylor Memorial YMCA Annual Banquet

Must secure sponsorship at least six weeks prior to the event to receive all benefits.

PRESENTING SPONSOR – \$10,000

The presenting sponsor receives naming rights of the banquet for 1 year

Logo Placement

- Exclusive naming rights for the event
- Logo and recognition on all event-related material
- Naming right for two awards (logo may not be placed)

Event Participation

- 20 tickets to event
- Speaking opportunity at event
- Exclusive gift for each attendee

Promotion

- Social media recognition on YMCA of Greensboro and Hayes-Taylor Memorial YMCA social media platforms to more than 32,000 followers
- Standing banner next to stage
- Full page color ad in event program

AWARD SPONSOR – \$5,000

Logo Placement

- Naming right for two awards (logo may not be placed)

Event Participation

- 10 tickets to event
- Opportunity to present award

Promotion

- Social media recognition on YMCA of Greensboro and Hayes-Taylor Memorial YMCA social media platforms to more than 32,000 followers
- Half page color ad in event program

TABLE SPONSOR – \$2,500

Verbal Recognition

- Included in event announcements

Event Participation

- 10 tickets to event

Promotion

- Standing banner next to stage

SPECIAL EVENTS

Hayes-Taylor Memorial YMCA Annual Banquet

Must secure sponsorship at least six weeks prior to the event to receive all benefits.

SILVER SPONSOR – \$1,250

Event Participation

- 5 tickets to event

BANQUET PROGRAM AD SPACE

Ad spaces are placed in the banquet program on a first come first serve basis and must be recieved in full prior to publication printing. Political ads are not permitted. Ad content should be submitted to marketing@ymcagreensboro.org in PDF format and high resolution.

Patron	\$50	Full Page in Color Ad	\$500
1/4 or Quarter Page Ad	\$150	Inside Cover Ad	\$700
1/2 or Half Page Ad	\$250	Back Cover Ad	\$800
Full Page in Black and White Ad	\$325		



Healthy Kids Day®

Sponsorship Opportunities

National Sponsor

PEANUTS

© PNTS

Spring is the time to get up, get out and grow. YMCA Healthy Kids Day® brings families and communities together to celebrate healthy living with a free fun-filled day of interactive games, family activities, giveaways and more. You can also get information about and register for summer camp, swim lessons and other great Y programs that support more than strong bodies – they are designed to help shape kids' characters, too! *Distribution of materials is subject to approval.

Must secure sponsorship at least six weeks prior to the event to receive all benefits.

PRESENTING SPONSOR – \$10,000

- Logo on program promotional material including flyers, Healthy Kids Day® webpage and in member newsletter (cir. 15,000) in year of sponsorship
- Logo on thank you signage at the event
- Logo on giveaway products provided by Y
- Logo on participation passport
- Table to display and distribute company materials at event*
- Prime placement for your tent and table
- Four opportunities to make announcements on stage at event



FRIEND SPONSOR – \$5,000

- Logo on program promotional material including flyers, Healthy Kids Day® webpage and in member newsletter (cir. 15,000) in year of sponsorship
- Logo on thank you signage at the event
- Logo on participation passport
- Table to display and distribute company materials at event*
- Opening announcement opportunity at event

SUPPORTING SPONSOR – \$1,000

- Name on participation passport
- Logo on thank you signage at the event
- Table to display and distribute company materials at event*



TABLE SPONSOR – \$100

- Table to display and distribute company materials at event* (for-profit companies only)
- Non-Profit Organizations with a valid 501(c)(3) Tax letter pay no fee for table sponsorship

COMMUNITY PARTNER IN SPONSORSHIP OPTIONS

Custom Opportunities (from multiple to individual locations)

Association Title Event and Program Opportunity (Healthy Kids Day®, Car Show and more)

Must secure sponsorship at least six weeks prior to the event to receive all benefits.

PLATINUM SPONSOR – \$50,000

- Logo prominently displayed on website/collateral
- Inclusion in media and public relations campaign
- Access to all participants at events
- Opportunity for on-site product integration
- Presence throughout event footprint
- Logo prominently displayed on signage
- Logo prominently displayed on sports jerseys
- Opportunity to co-brand with Y and event

DIAMOND SPONSOR – \$25,000

- Acknowledgement of program/area of sponsorship
- Company logo featured in monthly email newsletters
- Company logo on youth sports team jerseys at one branch
- Priority placement of 6' x 10' logo banner in Y facility
- Healthy Kids Day® booth/table
- Priority placement of logo on Y website
- Standing logo banner placed in branch of choice

GOLD SPONSOR – \$15,000

- Company logo featured in monthly email newsletters
- Company logo on youth sports team jerseys at one branch
- Priority placement of 4' x 10' logo banner in Y facility
- Healthy Kids Day® booth/table
- Priority placement of logo on Y website

COMMUNITY PARTNER IN SPONSORSHIP OPTIONS

Custom Opportunities (from multiple to individual locations)

Association Title Event and Program Opportunity (Healthy Kids Day, Car Show and more)

Must secure sponsorship at least six weeks prior to the event to receive all benefits.

SILVER SPONSOR – \$10,000

- Company logo featured in monthly email newsletters
- Company logo on all promotional email blasts
- Priority placement of 4' x 10' logo banner in Y facility
- Healthy Kids Day® booth/table
- Priority placement of logo on Y website

BRONZE SPONSOR – \$5,000

- Company logo featured in monthly email newsletters
- Priority placement of 4' x 10' logo banner in Y facility
- Healthy Kids Day® booth/table
- Priority placement of logo on Y website



SPONSOR SIGNUP FORM

☐ **Yes! My company will be a sponsor**

- | | |
|--|--|
| <input type="radio"/> \$ ____ YMCA Youth and Adult Sports – Association | <input type="radio"/> \$ ____ Annual Reidsville YMCA Turkey Trot |
| <input type="radio"/> \$ ____ YMCA Youth and Adult Sports – Branch | <input type="radio"/> \$ ____ Camp Weaver Golf Tournament |
| <input type="radio"/> \$ ____ Carolina Spike Force Sponsorship Opportunities | <input type="radio"/> \$ ____ Hayes-Taylor YMCA Car Show |
| <input type="radio"/> \$ ____ Aquatics Sponsorship Opportunities | <input type="radio"/> \$ ____ Penguins Sponsorship Opportunities |
| <input type="radio"/> \$ ____ Summer Camp Sponsorship Opportunities | <input type="radio"/> \$ ____ Annual Ragsdale YMCA Reindeer Romp |
| <input type="radio"/> \$ ____ Healthy Kids Day® Sponsorship Opportunities | |

Additional Contract Details: _____

Enclosed is my check made payable to: **YMCA of Greensboro**

Company name (as you would like it to appear on all promotional materials)

Company website URL: _____

Contact person: _____

Address: _____

City: _____ State: _____ Zip code: _____

Phone number: (____) _____ Email address: _____

**I agree to the sponsorship details outlined in this packet and I understand
that sponsorships are nonrefundable**

Signature: _____ Date: _____

CUSTOM SPONSORSHIP PACKAGES ARE AVAILABLE

If you would like to customize a specific sponsorship package, please contact
Sonsera Kiger, VP of Philanthropy, using the details found below.

Please return your completed sponsorship form and logo to:

YMCA of Greensboro, attn: Sonsera Kiger, VP of Philanthropy
620 Green Valley Road, Suite 210, Greensboro, NC 27408

Email: sonsera.kiger@ymcagreensboro.org | **Phone:** (336) 894-1257 | **Website:** ymcagreensboro.org