



# 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 Christine Byrd, VP of Philanthropy, at [christine.byrd@ymcagreensboro.org](mailto:christine.byrd@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 SPONSOR – \$75,000

- 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 seasons 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 – \$15,000

- Sponsor one season 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 branches
- Logo placement on sports webpage with link to sponsor's website
- 2' x 4' thank you banner in gymnasium, on field fence or in A-frame for entire duration of all seasons at one of the locations above
- Listing in 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

Please note that all Association Level opportunities exclude Carolina Spike Force Club Volleyball.

# 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

### ANNUAL SPORTS SPONSOR – \$20,000

- Sponsor all seasons of youth sports at one YMCA branch.
- 6 total social media posts on the branch specific account during the year of sponsorship.
- Listing in the YMCA of Greensboro Annual Report.
- Logo on the sleeve or back of player jerseys.
- 2' x 4' thank you banner in the gymnasium, on field fence, or in A-frame for entire duration of the season

### SINGLE SEASON SPORTS SPONSOR

Under 500 participants: \$2,500 | 500 or more participants: \$5,000

- 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 placement on YMCA Carolina Spike Force website
- Logo on team banner for the year
- 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

# 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, 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

# 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 – \$3,000

- 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 – \$1,500

- 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 – \$1,000

- 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 received in full prior to publication printing. Political ads are not permitted. Ad content should be submitted to [marketing@ymcagreensboro.org](mailto: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

Spring is the perfect time to get up, get out, and grow. YMCA Healthy Kids Day® in Guilford County brings families and the community together for a free, fun-filled event featuring interactive games, family activities, giveaways, and more. Families can also learn about and register for summer camp, swim lessons, and other YMCA programs that help kids build not only strong bodies, but strong character as well.

**Distribution of materials is subject to approval. Sponsorship must be secured at least six weeks prior to the event to receive all benefits.**

## PRESENTING SPONSOR – \$10,000

**Your company name/logo will be added to YMCA of Greensboro's Healthy Kids Day sponsorship materials, including:**

- Presenting logo recognition on YMCA Healthy Kids Day website and email outreach to over 25,000 members and program participants.
- Logo added to all activity station signage.
- Logo added to YMCA Healthy Kids Day promotional materials, including event flyers.
- Logo on thank you signage at the event.
- Logo added to event programs.

**On the day of the event, your company will:**

- Receive signage as a Main Stage event sponsor.
- Receive signage as an activity sponsor for 2 activities.
- Be mentioned every hour by the on-site DJ.
- Receive 1 table to pass out free promotional items and the opportunity to engage families in hands-on interactive activities.

## COMMUNITY SPONSOR – \$5,000

**Your company name/logo will be added to YMCA of Greensboro's Healthy Kids Day sponsorship materials, including:**

- Logo recognition on YMCA Healthy Kids Day webpage and email outreach to over 25,000 members and program participants.
- Logo added to YMCA Healthy Kids Day promotional materials, including event flyers.
- Logo on thank you signage at the event.
- Logo added to event programs.

**On the day of the event, your company will:**

- Receive signage as an activity sponsor for 1 activity.
- Be mentioned once by the on-site DJ.
- Receive 1 table to pass out free promotional items and the opportunity to engage families in hands-on interactive activities.



# Healthy Kids Day<sup>®</sup> Sponsorship Opportunities

Spring is the perfect time to get up, get out, and grow. YMCA Healthy Kids Day<sup>®</sup> in Guilford County brings families and the community together for a free, fun-filled event featuring interactive games, family activities, giveaways, and more. Families can also learn about and register for summer camp, swim lessons, and other YMCA programs that help kids build not only strong bodies, but strong character as well.

**Distribution of materials is subject to approval. Sponsorship must be secured at least six weeks prior to the event to receive all benefits.**

## FRIEND SPONSOR – \$2,500

**Your company name/logo will be added to YMCA of Greensboro's Healthy Kids Day sponsorship materials, including:**

- Logo recognition on YMCA Healthy Kids Day webpage and email outreach to over 25,000 members and program participants.
- Logo on thank you signage at the event.
- Logo added to event programs.

**On the day of the event, your company will:**

- Receive signage as an activity sponsor for 1 activity.
- Be mentioned once by the on-site DJ.
- Receive 1 table to pass out free promotional items and the opportunity to engage families in hands-on interactive activities.

## SUPPORTING SPONSOR – \$1,000

**Your company name/logo will be added to YMCA of Greensboro's Healthy Kids Day sponsorship materials, including:**

- Name recognition on YMCA Healthy Kids Day webpage.
- Name on thank you signage at the event.
- Name added to event programs.

**On the day of the event, your company will:**

- Receive 1 table to pass out free promotional items and the opportunity to engage families in hands-on interactive activities.

## TABLE SPONSOR – \$250

- Your company will receive 1 table to pass out free promotional items and the opportunity to engage families in hands-on interactive activities.
- Non-Profit Organizations with a valid 501(c)(3) Tax letter are welcome to join the event as a community partner at no cost.



# 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"/> \$ ____ Hayes-Taylor YMCA Banquet          |
| <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 the philanthropy team using the details found below.

**Please return your completed sponsorship form and logo to:**

YMCA of Greensboro, attn: Christine Byrd

620 Green Valley Road, Suite 210, Greensboro, NC 27408

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