



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 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 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 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 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

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

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. This race is held annually on the second Saturday of November.

For more information, please contact meredith.knowlton@ymcagreensboro.org.

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 event signage and RunSignUp website
- Five 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
- Opportunity to include items in event swag bag
- Inclusion in all email blasts related to the races, reaching more than 15,000 recipients
- Booth space at the race

TURKEY LEVEL – \$1,000

- Logo placement on event posters, event T-shirt and logo on event signage and RunSignUp website
- Three free race entries
- Two social media posts to more than 32,000 followers on the YMCA of Greensboro and Reidsville YMCA social media accounts
- Opportunity to include items in event swag bag
- Booth space at the race

STUFFING LEVEL – \$500

- Logo placement on event T-shirt and logo on event signage and RunSignUp website
- Two free race entries
- One social media posts to more than 32,000 followers on the YMCA of Greensboro and Reidsville YMCA social media accounts
- Opportunity to include items in event swag bag
- Booth space at the race

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. This race is held annually on the second Saturday of November.

For more information, please contact meredith.knowlton@ymcagreensboro.org.

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

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 media accounts

PUMPKIN PIE LEVEL – \$100

- Name 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 first Saturday of December. For more information, please contact mick.pettyjohn@ymcagreensboro.org.

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

SANTA SPONSOR – \$2,500

- Logo placement on event posters, event T-shirt and logo on event signage and RunSignUp website
- Five free race entries and event booth space opportunities
- Four social media posts to more than 32,000 followers on the YMCA of Greensboro and Ragsdale Family YMCA social media accounts
- Opportunity to include items in event swag bag
- Inclusion in all email blasts related to the races, reaching more than 15,000 recipients
- Booth space at the race

RUDOLPH SPONSOR – \$1,000

- Logo placement on event posters, event T-shirt and logo on event signage and RunSignUp website
- Three free race entries
- Two social media posts to more than 32,000 followers on the YMCA of Greensboro and Ragsdale YMCA social media accounts
- Opportunity to include items in event swag bag
- Booth space at the race

DASHER SPONSOR – \$500

- Logo placement on event T-shirt and logo on event signage and RunSignUp website
- Two free race entries
- One social media post to more than 32,000 followers on the YMCA of Greensboro and Ragsdale YMCA social media accounts
- Opportunity to include items in event swag bag
- Booth space at the race

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 first Saturday of December. For more information, please contact mick.pettyjohn@ymcagreensboro.org.

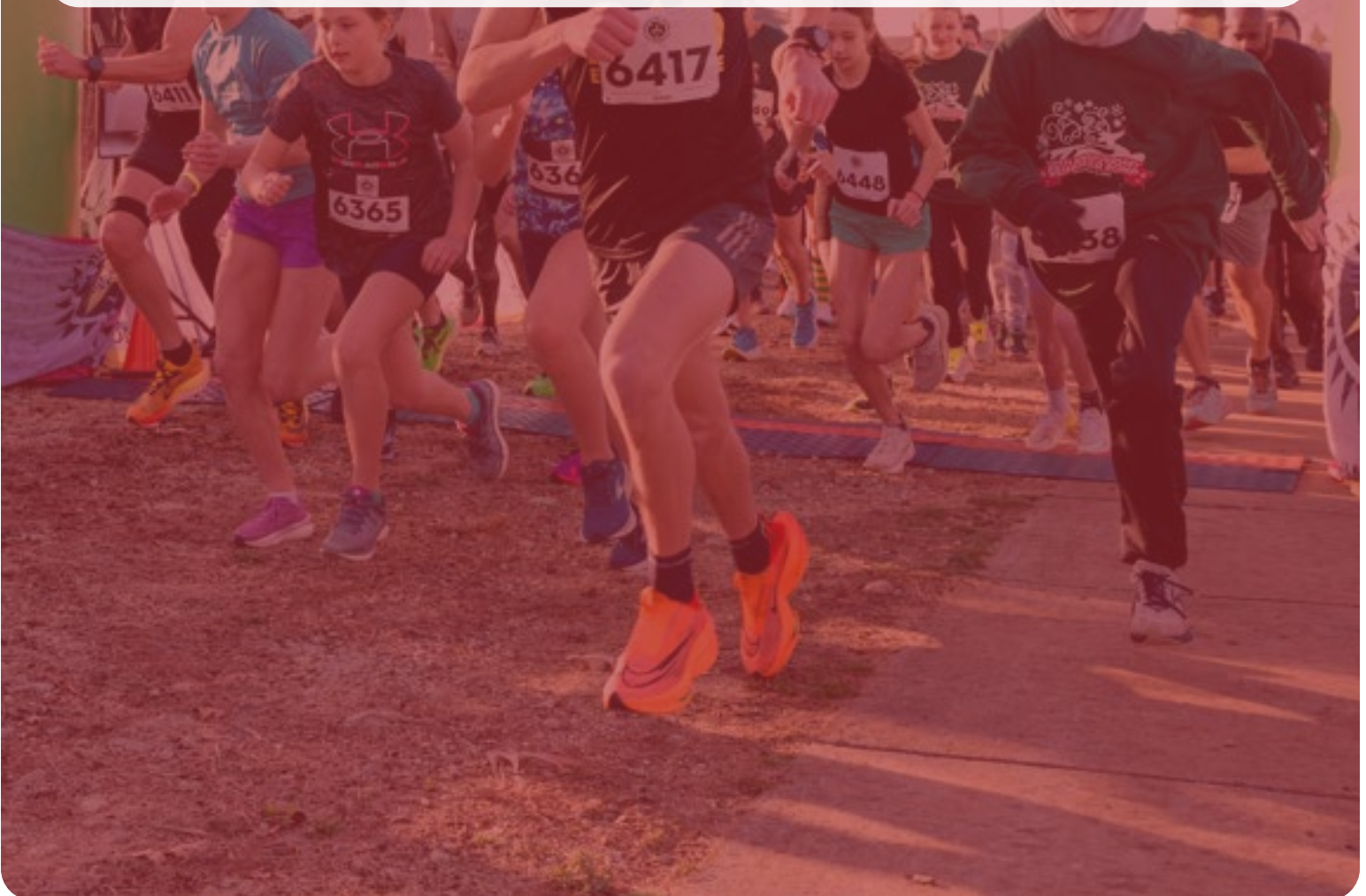
Must secure sponsorship at least six weeks prior to the event to receive all benefits.

ELF SPONSOR – \$250

- Logo placement on event T-shirt
- One free race entry
- One social media post to more than 32,000 followers on the YMCA of Greensboro and Ragsdale YMCA social media accounts

FRIENDS OF REINDEER – \$100

- Name placement on event T-shirt



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 – \$5,000

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 – \$15,000

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

Logo Placement

- Recognition on event website and all event-related materials
- In-branch banner recognition (Hayes-Taylor YMCA)
- Event signage
- Event check-in signage
- Naming right for two (2) awards

Event Participation

- Speaking opportunity at event
- 20 tickets to the event with two (2) reserved tables

Promotion

- Feature in YMCA, association-wide, newsletter
- Social media feature to more than 32,000 followers
- Pre-event/In-event slideshow feature
- Full page, inside cover ad in event program
- ReachTV 12-month ad placement

GOLD SPONSOR – \$7,500

Logo Placement

- Recognition on event website and all event-related materials
- In-branch banner recognition (Hayes-Taylor YMCA)
- Event signage
- Event check-in signage
- Naming right for one (1) award

Event Participation

- 10 tickets to the event with a reserved table

Promotion

- Social media feature to more than 32,000 followers
- Pre-event/In-event slideshow feature
- ReachTV 6-month ad placement
- Full page, inside cover ad in event program

SPECIAL EVENTS

Hayes-Taylor Memorial YMCA Annual Banquet

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

BLUE SPONSOR – \$5,000

Logo Placement

- Recognition on event website and all event materials
- In-branch banner recognition (Hayes-Taylor YMCA)
- Event signage
- Event check-in signage

Event Participation

- 10 tickets to the event with a reserved table

Promotion

- Social media acknowledgement to more than 32,000 followers
- Pre-event/In-event slideshow logo inclusion
- 1/2 page ad in event program

TABLE SPONSOR – \$2,500

Name Placement

- Recognition on event website and all event materials
- In-branch banner recognition (Hayes-Taylor YMCA)
- Event signage
- Event check-in signage

Event Participation

- 10 tickets to the event with a reserved table

Promotion

- Social media acknowledgement to more than 32,000 followers
- Pre-event/In-event slideshow name inclusion
- 1/4 page ad in event program

SPECIAL EVENTS

Hayes-Taylor Memorial YMCA Annual Banquet

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

FAMILY SPONSOR – \$1,250

Name Placement

- Recognition on event website and all event materials
- In-branch banner recognition (Hayes-Taylor YMCA)
- Event signage
- Event check-in signage

Event Participation

- 5 tickets to the event with a reserved table

Promotion

- Social media acknowledgement to more than 32,000 followers
- Pre-event/In-event slideshow name inclusion
- 1/8 page ad in event program

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 in PDF format and high resolution.

Back Cover Ad:	\$800	1/2 Page Ad:	\$250
Inside Back Cover Ad:	\$700	1/4 Page Ad:	\$150
Full Page Ad:	\$500	1/8 Page Ad:	\$75



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® 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.

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**

- | | |
|--|--|
| ☐ \$ ____ YMCA Youth and Adult Sports – Association | ☐ \$ ____ Annual Reidsville YMCA Turkey Trot |
| ☐ \$ ____ YMCA Youth and Adult Sports – Branch | ☐ \$ ____ Camp Weaver Golf Tournament |
| ☐ \$ ____ Carolina Spike Force Sponsorship Opportunities | ☐ \$ ____ Hayes-Taylor YMCA Car Show |
| ☐ \$ ____ Aquatics Sponsorship Opportunities | ☐ \$ ____ Hayes-Taylor YMCA Banquet |
| ☐ \$ ____ Summer Camp Sponsorship Opportunities | ☐ \$ ____ Annual Ragsdale YMCA Reindeer Romp |
| ☐ \$ ____ 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