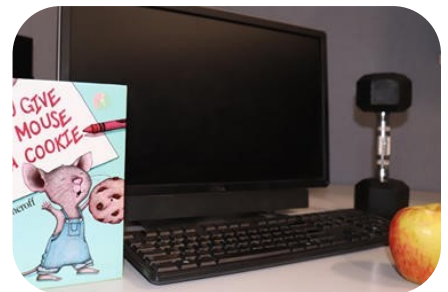


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# 2022 SPONSORSHIP OPPORTUNITIES

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## YMCA OF THE ROSES



## **Your business. Our mission. Be there for the YMCA. Be there for our community.**

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Your business is one of the reasons our community is an amazing place to live. What you do every day is one of the reasons why people are proud to call this region their home.

We at the YMCA want to take your impact to the next level so we hope that you will consider signing on as a sponsor for one or more of the many opportunities in this packet.

By aligning your work with our mission through a 2022 sponsorship, you'll...

- ...ensure that the individuals living in our region find what they need to thrive at their local YMCA

- ...elevate your business above the competition by showing your customers you care about your community

- ...join dozens of other corporate sponsors who rally around the YMCA's mission

- ...reinforce to current and potential employees that your work is about more than making money: It's about helping others be the best they can be

- ...place your brand in front of thousands of passionate community members at YMCA events and locations throughout York and Lancaster Counties

Please take a moment to explore the sponsorship opportunities in this packet to find the ones that best align with the difference you want to see in our community. We are also open to unique sponsorship ideas so feel free to reach out with any suggestions or opportunities not listed in the following pages.

Thank you for all you do for our community and standing with the YMCA! I'm looking forward to working with you and your team.

With great gratitude,

Joe Kirkenir  
Director of Development and Communications

[jkirkenir@yorkcoymca.org](mailto:jkirkenir@yorkcoymca.org) / 609-947-0171



**Your business. Our mission.**  
**Be there for the YMCA. Be there for our community.**

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## EVENT LIST

**LIVESTRONG at the YMCA Golf Outing - September, 2022** - Opportunities range from \$300 to \$10,000

**LIVESTRONG at the YMCA Gala - October, 2022** - Opportunities range from \$300 to \$10,000

**YMCA Race Series** - Opportunities range from \$500 to \$5,000

Trails & Tails 5K - May 14, 2022

York Marathon & Half Marathon - May 15, 2022

Kids' Tri - September 17, 2022

York YMCA Turkey Trot - November 24, 2022

**Without the Y Golf Outing - June 27, 2022** - Opportunities range from \$300 to \$6,000

**Welcoming Week - September 9 - 16, 2022** - Opportunities range from \$100 to \$1,000

**The Virtual Y - Year-round** - Opportunities range from \$250 to \$2,500







# LIVESTRONG at the YMCA Golf and Gala

Building community and supporting cancer survivors

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# **LIVESTRONG at the YMCA Golf and Gala**

## **Building community and supporting cancer survivors**

---

### **WHEN:**

Golf Outing - September

Gala - October

### **WHERE:**

Golf Outing - Hanover Country Club

Gala - Local banquet venue

### **WHAT:**

The **LIVESTRONG** at the YMCA Golf Outing is a great way to support an amazing cause while enjoying a top-notch golf course and networking with other passionate YMCA supporters. Representatives from diverse organizations come out for a full day of golf and fellowship. This event has sold out in past years so sign on early to make sure you get a spot!

The **LIVESTRONG** at the YMCA Gala brings together people from all over the YMCA family to support cancer survivors in our community. About 300 guests, ranging from staff to volunteers to donors to community members, spend an evening celebrating the amazing work happening at the YMCA and enjoying food, drink, music, and more at a local venue.



## **LIVESTRONG at the YMCA Golf and Gala**

### **Building community and supporting cancer survivors**

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# **THE DIFFERENCE YOU'LL MAKE**

The funds raised from our gala and golf outing support **LIVESTRONG** at the YMCA, which is a free program that meets the mental, physical, spiritual, and emotional needs of cancer survivors. Participants bond with other survivors while completing personalized activities alongside professional instructors so that they can overcome the aftermath of the deadly disease and live their lives to the fullest.

Your support will...

- Make the 12-week program free for all participants
- Give participants free access to YMCA facilities
- Connect cancer survivors so that they can learn and grow together
- Provide professional instruction for cancer survivors in the program
- Spread word about the program in our community to reach as many people as possible
- Allow YMCA staff to implement virtual options so we can pivot when necessary and meet the needs of any participant

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## **YOUR REACH**

### **Association Reach**

- 13,00 followers across our social media pages
- 11,500 email subscribers on our mailing list
- 5,000 weekly visitors to our website
- 30,000 YMCA members a year

### **Event Reach**

- 400 guests, staff, and volunteers at the gala
- 200 golfers, staff, and volunteers at the golf event
- Over 1,000 event donors and stakeholders
- 51 press contacts across 28 news outlets





# LIVESTRONG at the YMCA Golf Outing

## Building community and supporting cancer survivors

BENEFITS	PRESENTING \$6,000	PRESIDENT'S \$3,500	SUSTAINING \$1,500	SUPPORTING \$700	PARTNER \$300
Number of Complimentary Tickets to Event	8	8	4	2	1
Number of Tee Signs	4	4	2	1	1
Promotional Items at Outing	In golf cart, check-in, and closing ceremony	In golf cart and closing ceremony	In golf cart		
Recognition during LIVESTRONG at the YMCA program	Premier recognition during program and on program t-shirts	Recognition during program and promotions	Recognition during program and promotions	Recognition in promotions	
Recognition on YMCA Website	Premier name and logo placement	Logo and name	Logo	Name	Name
Recognition at Event	Unique signage and sponsor-provided promo opportunity	Verbal, name, and logo	Verbal, name, and logo	Verbal and name	Verbal and name
Employee Engagement	Option for site visit from YMCA staff to highlight impact and feature sponsor's services at event	Option for site visit from YMCA staff to highlight impact	Option for site visit from YMCA staff to highlight impact		
Community engagement	Mention in post-event press release and listed on event correspondence	Mention in post-event press release and listed on event correspondence	Mention in post-event press release	Mention in post-event press release	Mention in post-event press release



# LIVESTRONG at the YMCA Gala

## Building community and supporting cancer survivors

BENEFITS	PRESENTING \$6,000	PRESIDENT'S \$3,500	SUSTAINING \$1,500	SUPPORTING \$700	PARTNER \$300
Number of Complimentary Tickets to Event	16	8	4	2	1
Recognition in event booklet	Full page ad and unique recognition in booklet	Full page ad in major sponsor section	Half page ad in major sponsor section	Name and logo listed	Name listed
Presence on sponsor table	Separate premier recognition on table with promo materials	Name and logo listed with promo materials	Name and logo listed	Name listed	
Recognition during LIVESTRONG at the YMCA program	Premier recognition during program and on program t-shirts	Recognition during program and promotions	Recognition during program and promotions	Recognition in promotions	
Recognition on YMCA Website	Premier name and logo placement	Logo and name	Logo	Name	Name
Recognition at Event	Unique signage and sponsor-provided promo opportunity	Verbal, name, and logo	Verbal, name, and logo	Verbal and name	Verbal and name
Employee Engagement	Option for site visit from YMCA staff to highlight impact and feature sponsor's services at event	Option for site visit from YMCA staff to highlight impact	Option for site visit from YMCA staff to highlight impact		
Community Engagement	Mention in post-event press release and listed on event correspondence	Mention in post-event press release and listed on event correspondence	Mention in post-event press release	Mention in post-event press release	Mention in post-event press release





## **LIVESTRONG at the YMCA Golf and Gala**

**Building community and supporting cancer survivors**

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# **COMBO SPONSORSHIP OPPORTUNITIES**

Make your sponsorship go further by supporting both the golf outing and gala in 2022! See below for special pricing for combo sponsorships that have all the benefits for the corresponding levels for the golf outing and gala!

Level	Amount
Partner Combo	\$500
Supporting Combo	\$1,000
Sustaining Combo	\$2,500
President's Combo	\$6,000
Presenting Combo	\$10,000



# YMCA Race Series

## More than just some races





# YMCA Race Series

## More than just some races

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### **WHEN:**

Trails & Tails 5K - May 14, 2022

York Marathon & Half Marathon - May 15, 2022

Kids' Tri - September 17, 2022

York YMCA Turkey Trot - November 24, 2022

### **WHERE:**

York Marathon & Half Marathon - York Branch YMCA

Trails & Tails 5K - Local York County Park

Kids' Tri - Graham Aquatic Center

York YMCA Turkey Trot - York Branch YMCA

### **WHAT:**

The YMCA races series is more than just a group of races. It gives people of all running ability a chance to push themselves and support the YMCA's chronic disease support and prevention programs. We have races of all distances and for all ages so there's something for everyone!

**York Marathon & Half Marathon** - This growing race hosts over 800 runners as they test their endurance on the historic Rail Trail.

**Trails & Tails 5K** - This dog-friendly race brings together animal lovers for a fun and low-pressure run through one of York County's premier parks!

**Kids' Tri** - Kiddos from all over the county come to the Graham Aquatic Center to swim, bike, and run around the neighborhood.

**York YMCA Turkey Trot** - Every year, 5,000 runners and even more spectators and volunteers take to the streets of York City for this iconic race that has become a holiday tradition for countless families!





## YMCA Race Series

### More than just some races

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# THE DIFFERENCE YOU'LL MAKE

The funds raised from our race series go towards the YMCA's programs that empower individuals struggling with chronic diseases to live full and rich lives. Just because someone is diagnosed with cancer, diabetes, Parkinson's, or any other disease, doesn't mean they have to stop their health journey. Thanks to support from sponsors like you, these individuals can experience the YMCA's life-changing work and live their best lives possible.

Your support will...

- Give individuals diagnosed with Diabetes or Pre-Diabetes access to the YMCA's evidence-based Diabetes Prevention Program
- Bring together individuals with Parkinson's Disease to fight and even reverse the symptoms of the condition with Rock Steady Boxing
- Empower cancer survivors to regain their strength through **LIVESTRONG** at the YMCA
- Make health a possibility for all with the financial assistance for YMCA memberships and programs

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## YOUR REACH

### Association Reach

13,00 followers across our social media pages  
11,500 email subscribers on our mailing list  
5,000 weekly visitors to our website  
30,000 YMCA members a year

### Event Reach

Over 10,000 attendees across the four races  
Countless people who see the event shirts in the wild  
Over 1,000 event donors and stakeholders  
30 press contacts across 23 York news outlets





# YMCA Race Series

More than just a group of races

BENEFIT	PLATINUM \$5,000	GOLD \$3,000	SILVER \$2,000	BRONZE \$1,000	SUPPORTER \$500
Digital Recognition	Sponsor recognized and article written about sponsor for race emails and social media	Sponsor recognized in all race emails and social media	Sponsor uniquely recognized in post race emails and social media	Sponsor uniquely recognized in social media	Sponsor mentioned in post-race social media wrap-up post
Website Recognition	Name and logo displayed on webpage in top sponsor section on all race pages	Name and logo displayed on all race pages	Name and logo displayed on YMCA website	Name displayed on YMCA website	Name displayed on YMCA website
Event Recognition	Individual banner at race and option for giveaways during event and packet pickup	Individual banner at race and option for giveaways during event	Compiled banner at race and option for giveaways during event	Compiled banner at race	Compiled banner at race
Shirt Recognition	Sponsor logo and name on shirt sleeve for Turkey Trot and premier back placement for other races	Sponsor logo on shirt back in top sponsor section for all races	Sponsor logo on shirt back in main sponsor section for all races	Sponsor logo on shirt back in standard section for all races	Sponsor name listed on shirt back for all races
Race bag Recognition	Sponsor marketing materials in race bags and at check-in for all events	Sponsor marketing materials in race bags and check-in for all events except the Turkey Trot	Sponsor marketing materials in race bags	Sponsor marketing materials in race bags	Sponsor marketing materials in race bags
Mile Markers	Priority markers in all races	Select markers in all races	Single marker in all races	Single marker in all races except for Turkey Trot	Single marker in marathon



# Without the Y Golf Outing

## Rallying a community for golf and a brighter future





# Without the Y Golf Outing

## Rallying a community for golf and a brighter future

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### **WHEN:**

June 27, 2022

### **WHERE:**

Bent Creek Country Club, Lititz, PA

### **WHAT:**

The Without the Y Golf Outing is a celebration of the amazing accomplishments of Lancaster's YMCA that have cemented its place in the community for generations to come. In 2020, no one was sure if the YMCA would remain open, but, thanks to generous supporters like you, it is stronger than ever and enriching the lives of countless people every day.

This annual event brings together hundreds of passionate YMCA stakeholders for an afternoon of great golf, refreshing drinks, delicious food, and community-building fellowship. Today, there is no doubt the YMCA is here to stay, but we believe it's still important to recognize how our community and Y family's hard work made sure that Lancaster didn't have to find out what life is like without the Y.





## Without the Y Golf Outing Rallying a community for golf and a brighter future

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# THE DIFFERENCE YOU'LL MAKE

The YMCA is more than a gym and we use funds raised from events like this to prove it. By sponsoring this event, you'll give people from all walks of life a chance to live their best lives possible. No one is ever turned away from the YMCA due to an inability to pay thanks to you and this event. Our community work improves the health and wellbeing of thousands of individuals every year, but has a significant cost to keep running, which is why events like this are so important.

Your support will...

- Make sure all kiddos are safe around water by making our swim lessons free for families struggling financially
- Contribute to the over \$1,000,000 in financial assistance we offer for our memberships and programs every year
- Support programs that give people in Lancaster ways to combat chronic diseases
- Offer all children a chance to grow in the YMCA's youth development programs

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## YOUR REACH

### Association Reach

13,00 followers across our social media pages  
11,500 email subscribers on our mailing list  
5,000 weekly visitors to our website  
30,000 YMCA members a year

### Event Reach

Over 500 participants and families in our swim lessons  
Countless people who see the event giveaways  
Thousands of individuals through our wellness work  
25 press contacts across 16 Lancaster news outlets





# Without the Y Golf Outing

## Rallying a community for golf and a brighter future

BENEFITS	PRESENTING \$6,000	PRESIDENT'S \$3,500	SUSTAINING \$1,500	SUPPORTING \$700	PARTNER \$300
Number of Complimentary Golfers to Event	8	8	4	2	1
Number of Tee Signs at Event	4	4	2	1	1
Promotional Items at Outing	In golf cart, check-in, and closing ceremony	In golf cart and closing ceremony	In golf cart		
Recognition on YMCA website	Premier name and logo placement	Logo	Logo	Name	Name
Recognition at Event	Unique signage and sponsor-provided promo opportunity	Verbal, name, and logo	Verbal, name, and logo	Verbal and name	Verbal and name
Employee Engagement	Option for site visit from YMCA staff to highlight impact and feature sponsor's services at event	Option for site visit from YMCA staff to highlight impact	Option for site visit from YMCA staff to highlight impact		
Community Engagement	Mention in post-event press release and listed on event correspondence	Mention in post-event press release and listed on event correspondence	Mention in post-event press release	Mention in post-event press release	Mention in post-event press release



# Welcoming Week

## Helping newcomers thrive





# Welcoming Week

## Helping newcomers thrive

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### **WHEN:**

September 9 - 16, 2022

### **WHERE:**

Events throughout York and Lancaster Counties

### **WHAT:**

Celebrated each year in September, Welcoming Week elevates the growing movement of communities that fully embrace new Americans and their contributions to the social fabric of our country. It's a chance for neighbors — both immigrants and U.S.-born residents — to get to know one another and celebrate what unites us as a community.

Your local YMCA hosts events throughout York and Lancaster Counties during the week so there are many ways to get engaged and lots of different kinds of people to reach! Events range from panels of diverse faith leaders, naturalization ceremonies, ethnic festivals, tours of immigrant-owned businesses, and multi-cultural concerts.



## Welcoming Week

### Helping newcomers thrive

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# THE DIFFERENCE YOU'LL MAKE

Welcoming Week's sponsors make the celebration free and accessible for all. By making the week's events free for all attendees with your sponsorship, you'll be allowing anyone, regardless of who they are or where they come from, to learn more about diverse cultures, connect with their neighbors, and be a part of a unified community.

Your support will...

- Connect individuals from all types of backgrounds during the week's events
- Make all the week's activities free for all participants
- Ensure the events accurately represent and highlight diverse cultures
- Create high-quality experiences to showcase the power of diversity in our community

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## YOUR REACH

### Association Reach

13,00 followers across our social media pages  
11,500 email subscribers on our mailing list  
5,000 weekly visitors to our website  
30,000 YMCA members a year

### Event Reach

Over 5,000 in-person and digital attendees  
2,700 YMCAs in the national network  
Over 500 event stakeholders  
51 press contacts across 28 news outlets





# Welcoming Week

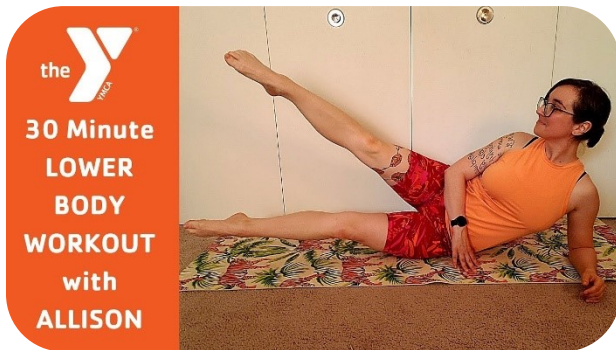
## Helping newcomers thrive

BENEFIT	WELCOMER \$1,000	FRIEND \$500	SUPPORTER \$250	PARTNER \$100
Recognition on Welcoming Week Materials	Name and logo on Welcoming Week banner displayed at events, flyers, and related materials	Name and logo on flyers, and related materials	Name and logo on flyers	Name on flyers
Recognition during Welcoming Week events	Premier verbal recognition during all events	Verbal recognition during all events	Verbal recognition during YMCA-hosted events	Verbal recognition during opening event
Website Recognition	Name and logo displayed on Welcoming Week webpage in top sponsor section	Name and logo displayed on Welcoming Week webpage	Name displayed on Welcoming Week webpage	
Naming Opportunities	"Welcoming Week brought to you by (Your name)" in promo materials and option for an event to be named e.g. "the (Your name) Panel"	Option for an event to be named e.g. "the (Your name) Panel"		
Community Engagement	Mention in post-event press release and listed on event correspondence	Mention in post-event press release	Mention in post-event press release	Mention in post-event press release
Employee Engagement	Option for site visit from YMCA staff to highlight impact			



## The Virtual Y

Your YMCA. Your Way.



30 Minute  
LOWER  
BODY  
WORKOUT  
with  
ALLISON



UPPER BODY  
WORKOUT  
WITH COACH  
MEGS



FIND TIME  
TOGETHER  
THIS SUMMER



Get Motivated, Get Healthier

## The Easiest Way to Get Healthy and Stay Connected!

As a Y member, you can access YMCA classes whenever you want whether in the office, at home or on the road. Workouts range from 3 minute to more than 60 and include cardio, strength training, yoga, barre, Pilates and more! Plus, kids can enjoy sports and play programs presented by some of their favorite Y coaches.



## The Virtual Y

### Your YMCA. Your Way.

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#### **WHEN:**

**On-demand wellness services** available at any time digitally for YMCA members and the community at-large

**Wellness Challenges** run two to three times a year during key seasons

#### **WHERE:**

**On-demand wellness services** accessed online

**Wellness Challenges** involve online communications and in-person events throughout the community

#### **WHAT:**

Everyone should have a chance to be healthy even if they can't make it to the Y so we offer extensive virtual wellness opportunities with our Virtual Y initiative. Whether it's making it possible for individuals to access our online wellness platform, watch a workout on YouTube, or participate in a Wellness Challenge, your Virtual Y sponsorship is why our community will be a place where health is an option for all.



## The Virtual Y Your YMCA. Your Way.

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# THE DIFFERENCE YOU'LL MAKE

We believe that everyone in our community should have access to a YMCA, even if they aren't a member or can't make it to a branch. This is why we're expanding our virtual offerings to all people, YMCA member or otherwise, so they can connect with our Y family through online workouts, wellness challenges and more!

Your support will...

- Livestream wellness classes to our members' and even nonmembers' homes
- Provide on-demand health resources for anyone with an internet connection
- Give families and individuals from all walks of life a path towards healthy living through free wellness challenges
- Blaze a trail for new and dynamic digital wellness initiatives

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## YOUR REACH

### Association Reach

13,00 followers across our social media pages  
11,500 email subscribers on our mailing list  
5,000 weekly visitors to our website  
30,000 YMCA members a year

### Event Reach

Over 700 YouTube subscribers  
Over 10,000 virtual platform users across the country  
1,500 virtual challenge participants  
51 press contacts across 28 news outlets





## The Virtual Y

### Your YMCA. Your Way.

BENEFIT	CHAMPION \$2,500	GURU \$1,000	ENTHUSIAST \$500	PARTICIPANT \$250
Virtual Wellness Platform Recognition	Sponsor recognized during intros and outros in 10 videos on virtual wellness platform	Sponsor recognized during intros and outros in 5 videos on virtual wellness platform	Sponsor recognized during intros and outros in 3 videos on virtual wellness platform	Sponsor recognized during intros and outros in 1 video on virtual wellness platform
YouTube Recognition	Logo displayed on YMCA's YouTube page and featured in intro video	Logo displayed on YMCA's YouTube page and mentioned in intro video	Mentioned in intro video	Name listed in intro video
Website Recognition	Name and logo displayed on webpage in top sponsor section	Name and logo displayed on webpage	Name displayed on webpage	Name displayed on webpage
Wellness Challenge Recognition	Sponsor featured in every email for the wellness challenge with an accompanying article	Sponsor name and logo placed in every email for the wellness challenge	Sponsor name listed in every email for the wellness challenge	Sponsor name listed in first and last email for the wellness challenge
Employee Engagement	Option for employees to be featured in a virtual wellness video	Option for employees to be briefly featured in a virtual wellness video		

# Sponsorship Selection



Mail form and payment to: **YMCA**, 90 N. Newberry Street, York, PA 17401

Contact Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

**Please mark your desired sponsorship level for each opportunity**

## **LIVESTRONG at the YMCA Golf Outing and Gala**

Sponsorship Level: \_\_\_\_\_ Amount: \$ \_\_\_\_\_

## **YMCA Race Series**

Sponsorship Level: \_\_\_\_\_ Amount: \$ \_\_\_\_\_

## **Without the Y Golf Outing**

Sponsorship Level: \_\_\_\_\_ Amount: \$ \_\_\_\_\_

## **Welcoming Week**

Sponsorship Level: \_\_\_\_\_ Amount: \$ \_\_\_\_\_

## **The Virtual Y**

Sponsorship Level: \_\_\_\_\_ Amount: \$ \_\_\_\_\_

**2022 Sponsorship Total Amount: \$** \_\_\_\_\_

☐ Please send an invoice

☐ Check enclosed

☐ Charge to my Card #: \_\_\_\_\_ Security Code: \_\_\_\_\_

Name on Card: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ ☐ VISA ☐ MC ☐ AMEX

Billing Address: \_\_\_\_\_

Signature: \_\_\_\_\_

