



**FOR YOUTH DEVELOPMENT®  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY**

## **Join the Y in Building a Better Community Sponsorship Opportunities 2024**

The Northfield Area Family YMCA offers your business a prime opportunity to be seen as a leader in the community and build your brand loyalty while driving the mission and work of the YMCA. By becoming a Community Partner, you will help ensure that our community has access to the Y through memberships, swimming lessons, water safety skills, group exercise, after-school programs, summer day camp and senior wellness programs, regardless of ability to pay.

- The Y is dedicated to strengthening our community through youth development, healthy living, and social responsibility at every age.
- The Y is a place for children to learn and grow, teens to be safe and engaged, young families to enjoy family time, individuals to stay fit and make friends, and for seniors to socialize while they maintain their health.
- The Y strives each day to provide the highest quality programs and services which improve the lives of those who live and work in our community. In a year, we offer more than 100 programs, classes, and services that impact over 3,600 members and countless nationwide visitors and community members.
- The Y is a 501(c)(3) nonprofit organization and all donations from Community Partners go directly to community members in need.

Each year the Y provides over \$100,000 direct subsidies to more than 400 people - our charitable work extends even further through partnerships and mission-driven programs. **The Y is for everyone; no child, family, or adult is turned away because of the inability to pay.**

### **Opportunities at a Glance**

#### **Business Partnerships**

Youth Development Partner

Healthy Living Partner

Social Responsibility Partner

#### **Business Sponsorships**

Healthy Kids Day Table Sponsor

Y Kids Tri

Fall Festival

Jingle Bell Bash

Father Daughter Ball

Summer Camp

Youth Sports

## Business Partnerships:

**\$10,000 Youth Development Partner:** Is your business passionate about making a difference in the lives of youth in our community? As a Youth Development Partner, you join the YMCA in nurturing the potential of every child and teen by supporting their unique journey. From toddler to career, the Y provides all youth with the tools and resources to succeed in life.

Includes business recognition in the following ways:

- Logo recognition on all youth program t-shirts, including Summer Camp, Youth Sports, and more.
- Summer Day Camp Sponsor, logo displayed on yard signs and promotional materials.
- Sponsor and table option at Healthy Kids Day.
- Y Kids Tri sponsor and option to be race starter.
- Fall Festival Sponsorship: logo on all marketing and Zombie 5K Shirts.
- Jingle Bell Bash Sponsorship: logo on all marketing and Jingle Bell Run Shirts.
- Banner (large) in the gymnasium.
- Mention and invitation to speak at the YMCA Legacy Event.
- Annual social media partnership post.
- Logo recognition on all youth development website pages.

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**\$5,000 Healthy Living Partner:** At the Y, we believe health and fitness are vital components of individual well-being. That's why we design programs to meet the needs of every individual, no matter their age or skill level. As a Healthy Living Partner, your business would help to provide fun, and welcoming environments focused on building personal strength, endurance and confidence.

Includes business recognition in the following ways:

- Fall Festival Sponsorship: logo on all marketing and Zombie 5K Shirts.
- Jingle Bell Bash Sponsorship: logo on all marketing and Jingle Bell Run Shirts.
- Sponsor and table option at Healthy Kids Day.
- Logo recognition on all Healthy Living website pages.
- Banner (large) in the gymnasium.
- Mention at the YMCA Legacy Event.
- Annual social media partnership post.

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**\$2,500 Social Responsibility Partner:** The YMCA believes our communities are strongest when everyone is included and has the opportunity to reach their full potential. We welcome and connect people of all generations, backgrounds, and perspectives. As a Social Responsibility Partner, your business would join our commitment to create positive change.

Includes business recognition in the following ways:

- Advertisement space at every Coffee and Conversation.
- Sponsor and table option at Healthy Kids Day.
- Logo recognition on all Volunteer website pages and flyers.
- Banner (small) in the gymnasium.
- Mention at the YMCA Legacy Event.
- Annual social media partnership post.

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## Business Event and Program Sponsorships

If you are not interested in being a Partner, you can instead select one (or more) of the event sponsorship options below to create your unique sponsorship package. Specific Event Sponsorships can also be added to your Business Partnership Package on Page 2.

### Healthy Kids Day:

\$500: Event Sponsor – Table at the event and listed as sponsor with logo on all marketing materials.

\$250: Table Sponsor (\$125 for local non-profits) – Table at the event and logo or name listed on all marketing materials

### Y Kids Tri:

\$500: Swim Sponsor – Logo at start line and on Kids Triathlon shirts

\$250: Bike Sponsor – Logo on Kids Triathlon shirts

\$500: Run Sponsor – Logo at finish line and on Kids Triathlon shirts

### Fall Festival:

\$500: Zombie 5K Sponsor – Logo at finish line and on Zombie 5K shirts

\$250: Fall Festival Party Sponsor – Logo displayed on all Fall Fest marketing materials

\$250: Floating Pumpkin Patch Sponsor – Logo displayed in pool and on all Fall Fest marketing materials

### Jingle Bell Bash:

\$500: Jingle Bell Run Sponsor -- Logo at finish line and on Jingle Bell Run shirts

\$250: Santa Sponsor – Logo by Meet with Santa booth and on all Jingle Bell Bash marketing materials

### Father Daughter Ball:

\$500: Event Sponsor – Logo on all marketing and displayed at event

### Youth Sports:

\$500: Logo added to all youth sport shirts and marketing materials

\$200: Sponsorship of a youth sport team (i.e. one basketball team, one football team)

### Summer Day Camp:

\$500: Field Trip Sponsor -- Logo added to Summer Camp shirts and on all marketing materials.