

# JOIN THE YMCA IN BUILDING A STRONGER COMMUNITY!

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 Northfield Area Family YMCA. By becoming a Community Partner, you will help ensure that everyone in our community has access to the Y through membership, water safety skills, group exercise classes, afterschool programs, summer day camp and senior wellness programs - regardless of their ability to pay. We look forward to partnering with you to build strong kids, strong families, and a strong community.

- The Y is dedicated to strengthening our community through Youth Development, Healthy Living, and Social Responsibility. The Y is guided by our 4 core values of: Caring, Honesty, Respect, and Responsibility.
- The Y is a place for children to learn and grow, teens to feel safe and engaged, young families to enjoy time together, 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. Over the course of a year, we offer more than 100 programs, classes and services that impact over 4,500 members and countless nationwide visitors and community members.
- The Y is a safe and welcoming place for all people. Our inclusive facility welcomes all sizes, colors, genders, beliefs, religions – all regardless of their ability to pay.
- The Y is a 501(c)(3) nonprofit organization and all donations from Community Partners go directly back to community members in need.

Each year the Y provides over \$100,000 in direct subsidies to more than 400 individuals. More than 12% of our current membership base is a part of our Membership for All program, helping individuals and families obtain a membership based on their current financial and circumstantial situation.

## Opportunities at a Glance

### Community Partnerships

Youth Development Partner	\$10,000 Level
Healthy Living Partner	\$5,000 Level
Social Responsibility Partner	\$2,500 Level

### Event Sponsorships

Healthy Kids Day	Fall Fest / Zombie 5K
Father-Daughter Ball	Jingle Bell Bash / Jingle Bell Run
Y Kids Tri	Fun Run Sponsor



## Community 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 will join the YMCA in nurturing the potential of every child and youth that comes through our doors! The Y provides programming for children ages 6 weeks and up. We would love your business to help us build up the next generation of the Northfield community.

### Youth Development Partners Receive:

- Sponsorship recognition and table for Healthy Kids Day
- Sponsorship recognition and chance to be race starters at the Kids Y Tri
- Fall Fest Sponsor: Logo on Zombie 5K shirts
- Jingle Bell Bash Sponsor: Logo on Jingle Bell Run shirts
- Sponsorship recognition in our Child Watch Area
- Logo recognition on all Youth Development website pages
- Annual social media partnership post
- Large donor recognition banner in the gymnasium

\$5,000 Healthy Living Partner\*: At the Y, we believe health and wellness are vital components to individual wellbeing. 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 inclusive ways to build personal strength, increase confidence, and promote overall wellbeing for Y members and others in our community.

### • Healthy Living Partners Receive:

- Sponsorship table at Healthy Kids Day
- Fall Fest Sponsor: Logo on Zombie 5K shirts
- Jingle Bell Bash Sponsor: Logo on Jingle Bell Run shirts
- Logo recognition on all Health and Wellness programming website pages
- Annual social media partnership post
- Large donor recognition banner in the gymnasium

\$2,500 Social Responsibility Partner\*: The 4 core values of the YMCA are Honesty, Caring, Respect and Responsibility. Our organization is built on the foundation that a community is at its strongest when we all demonstrate these 4 values. As a Social Responsibility Partner, your business would join our commitment to create positive change and provide a space in Northfield to connect people of all generations, backgrounds, and perspectives – all with these 4 core values at the center.

### Social Responsibility Partners Receive:

- Sponsorship table at Healthy Kids Day
- Logo recognition on all Membership website pages
- Annual social media partnership post
- Small donor recognition banner in the gymnasium

\*Event planning begins as early as April each year. To be recognized at all events, sponsorships need to be valid by March 31, 2025.



## Event Sponsorships

If you are not interested in becoming a Community Partner in 2025, you can choose to select one (or more) of the Event Sponsorships listed below to create your unique sponsorship package. Specific Event Sponsorships can also be added to your Community Partnership.

### Healthy Kids Day:

- \$250 Table Sponsor (For-Profit Business): Table at the event and listed as an event sponsor on the event day Bingo Card
- \$125 Table Sponsor (Local Non-Profit): Table at the event and listed as an event sponsor on the event day Bingo Card

### Father Daughter Ball:

- \$500 Event Sponsor: Logo displayed on DJ booth and all marketing materials

### Y Kids Tri:

- \$500 Swim Sponsor: Logo at the race Start Line and Y Kids Tri participant t-shirts
- \$250 Bike Sponsor: Logo on Y Kids Tri participant t-shirts
- \$250 Run Sponsor: Logo on Y Kids Tri participant t-shirts

### Fall Fest:

- \$500 Zombie 5K Sponsor: Logo at race start and Zombie 5K t-shirts
- \$250 Fall Fest Sponsor: Logo listed in gymnasium at the Welcome Table, and on Fall Fest marketing material
- \$250 Floating Pumpkin Patch Sponsor: Logo listed on the pool deck and on Fall Fest marketing material

### Jingle Bell Bash:

- \$500 Jingle Bell Run Sponsor: Logo at race start and Jingle Bell Run t-shirts
- \$250 Santa Sponsor: Logo by "Meet with Santa" booth and on all Jingle Bell Bash marketing materials

### \$5,000 Fun Run & Race Event Sponsor:

- Help the Y purchase an inflatable finish line to use at all our fun runs and races throughout the year. Your logo and investment will be shown for years to come!

To learn more about Community Partnerships, contact Tyler Powell: [tyler@northfieldymca.org](mailto:tyler@northfieldymca.org) or (507) 645-0088.

Thank you for helping us build strong kids, strong families, and a strong community!

