
2023 SPONSORSHIP OPPORTUNITIES



YMCA OF THE ROSES



2023: A Year of Opportunities

2023 is going to be a year of opportunities. We at your local YMCA of the Roses are already a year into our merger between the YMCA of York and York County and the Lancaster Family YMCA and are loving the possibilities the partnership is making possible. In the past year, we've been able to...

- Take the greatest aspects of both counties to give our members the best experiences possible
- Bring dynamic youth development and college & career prep programs to Lancaster County
- Extend the reach of our New American Welcome Center to cover both York and Lancaster Counties
- Continue to deliver and enhance our free support program for cancer survivors, **LIVESTRONG** at the YMCA
- Establish ourselves as the local leader in aquatics by helping people of all ages and abilities thrive in the water
- And so much more!

We have an amazing team here at the YMCA, but we can't do it alone! We rely on the thousands of people who come out to our events and our generous sponsors to make this work happen. One of the best parts of my job is seeing so many people come together to make inspiring moments possible.

Thousands of attendees come out to golf, run, dance, or celebrate, hundreds of volunteers give up their free time to make sure everything runs smoothly, and dozens of hardworking YMCA staff work all year round to coordinate all the event details. All we need is you and your company to sponsor our events so that we can all rally together and empower our friends and neighbors!

Thank you for exploring these opportunities and standing with the Y! We hope that, in 2023, you stay healthy, stay happy, stay successful, and, as always...

Stay rosey,

Joe Kirkenir

Director of Development and Communications

jkirkenir@rosesymca.org / 609-947-0171



Your business. Our mission.

Be there for the YMCA. Be there for our community.

EVENT LIST

LIVE**STRONG** at the YMCA Golf Outing – October 13, 2023 – Opportunities range from \$500 to \$7,000

LIVE**STRONG** at the YMCA Gala – August 26, 2023 – Opportunities range from \$500 to \$7,000

The Scott Kimmel Memorial Golf Outing – June 26, 2023 – Opportunities range from \$500 to \$7,000

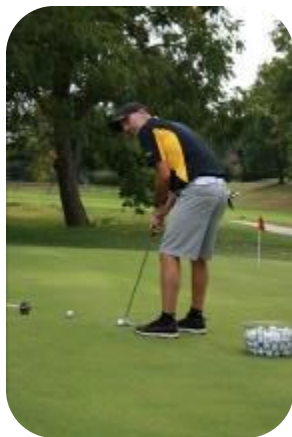
YMCA Race Series – Opportunities range from \$750 to \$6,000

York Marathon & Half Marathon – May, 7, 2023

Autumn Dash 5K – September 23, 2023

York YMCA Turkey Trot – Thanksgiving Day 23, 2023

Welcoming Week – September, 2023 – Opportunities range from \$250 to \$1,500





LIVESTRONG at the YMCA Golf Outing

Giving cancer survivors health, hope, and love

**WHEN:**

October 13, 2023, 12 noon start

WHERE:

Regent's Glen Country Club, York, PA

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!

Funds from this event support the YMCA's free support program for cancer survivors, **LIVESTRONG** at the YMCA. By giving cancer survivors and their families personalized guidance, small-group support, and wellness resources, this program empowers individuals from all walks of life to live their best lives possible after their courageous fights. For more info on **LIVESTRONG** at the YMCA, go to rosesymca.org/livestrong

Event includes a round of golf, lunch, free alcoholic/nonalcoholic drinks, light supper, and prizes



LIVESTRONG at the YMCA Gala

Giving cancer survivors health, hope, and love



WHEN:

August 26, 2023

WHERE:

John Wright Restaurant, Wrightsville

WHAT:

The **LIVESTRONG** at the YMCA Gala brings together people from all over the YMCA family to support cancer survivors in our community. About 200 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.

Funds from this event support the YMCA's free support program for cancer survivors, **LIVESTRONG** at the YMCA. By giving cancer survivors and their families personalized guidance, small-group support, and wellness resources, this program empowers individuals from all walks of life to live their best lives possible after their courageous fights. For more info on **LIVESTRONG** at the YMCA, go to rosesymca.org/livestrong

Event includes cocktail mixer, complimentary beverages, sit-down dinner, a silent auction, live music, and special presentation



Scott Kimmel Memorial Golf Outing

Rallying around Lancaster's YMCA



WHEN:

June 26, 2023, 11:00 am start

WHERE:

Bent Creek Country Club, Lititz, PA

WHAT:

In January of 2023, one of the YMCA of the Roses' greatest supporters and champions, Scott Kimmel, passed away unexpectedly before his time. In addition to volunteering his time and energy for countless great causes, Scott was a former board member of Lancaster's YMCA and key organizer for the Lancaster YMCA's annual golf outing. Lancaster would not have a YMCA without Scott's leadership so, in 2023, we are honored and humbled to rename our Without the Y Golf Outing the Scott Kimmel Memorial Golf Outing in his memory.

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, because of Scott, there is no doubt the YMCA is here to stay and we hope that you will join us in honoring his legacy by being a part of this event. Lancaster may now have to know what life is like without Scott, but you can be a reason why Lancaster will never know what life is like without a YMCA.

Event includes a round of golf, lunch, free alcoholic/nonalcoholic drinks, light supper, and prizes



THE DIFFERENCE YOU'LL MAKE

LIVESTRONG at the YMCA Golf Outing and Gala

The funds raised from our gala and York 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 of the **LIVESTRONG** at the YMCA events 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 continue working with program graduates to create a local support network

Scott Kimmel Memorial Golf Outing

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 of the Scott Kimmel Memorial Golf Outing 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



YOUR REACH

Association Reach

15,000 followers across our social media pages

18,000 email subscribers on our mailing list

17,000 monthly visitors to our website

30,000 YMCA members a year

Gala Event Reach

200 guests, staff, and volunteers at the gala

Thousands of Y members at program sites

Over 1,000 event donors and stakeholders

73 press contacts across 46 news outlets

York Golf Outing Event Reach

200 golfers, staff, and volunteers at the golf event

Thousands of Y members at program sites

Over 1,000 event donors and stakeholders

45 press contacts across 29 York news outlets

Lancaster Golf Outing 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

58 press contacts across 41 Lancaster news outlets



LIVESTRONG at the YMCA Golf Outing

Giving cancer survivors health, hope, and love

BENEFITS	PRESENTING \$7,000	PRESIDENT'S \$4,500	SUSTAINING \$1,750	SUPPORTING \$900	PARTNER \$500
Number of Golfers	8	6	4	2	1
Number of Tee Signs	3	2	1	1	0
Promotional Items at Outing	In golf cart, check-in, and closing ceremony	In golf cart			
Recognition during LIVESTRONG at the YMCA program	Premier recognition during program and promotions	Recognition during program and promotions	Recognition during program and promotions	Recognition in promotions	
YMCA Website	Premier name and logo placement	Logo and name	Logo and name	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

Giving cancer survivors health, hope, and love

BENEFITS	PRESENTING \$7,000	PRESIDENT'S \$4,500	SUSTAINING \$1,750	SUPPORTING \$900	PARTNER \$500
Number of Complimentary	12	6	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 promotions	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



Scott Kimmel Memorial Golf Outing

Honoring a YMCA Champion

BENEFITS	PRESENTING \$7,000	PRESIDENT'S \$4,500	SUSTAINING \$1,750	SUPPORTING \$900	PARTNER \$500
Number of Golfers	8	6	4	2	1
Number of Tee Signs	3	2	1	1	0
Promotional Items at Outing	In golf cart, check-in, and closing ceremony	In golf cart			
Recognition during LIVESTRONG at the YMCA program	Premier recognition during program and promotions	Recognition during program and promotions	Recognition during program and promotions	Recognition in promotions	
YMCA Website	Premier name and logo placement	Logo and name	Logo and name	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



COMBO SPONSORSHIP

Make your sponsorship go further by supporting both golf outings in York and Lancaster in 2023 and the joint-county gala!

See below for special pricing for combo sponsorships that have all the benefits for the corresponding levels for both events.

Sponsor both outings, an outing and a gala, or all three to make as big an impact and reach as many people as possible!

Level	Two Events (Both golf outings or a golf outing + the gala)	Three Events (Both golf outings and the gala)
Partner Combo	\$800	\$1,200
Supporting Combo	\$1,500	\$2,250
Sustaining Combo	\$3,000	\$4,500
President's Combo	\$8,000	\$13,000
Presenting Combo	\$12,000	\$19,000



YMCA Race Series

Always Moving Forward





YMCA Race Series

Always Moving Forward

WHEN AND WHERE:

York Marathon & Half Marathon – May, 2023, York Branch YMCA

Autumn Dash 5K – September, 2023, The W. Dale Brougner Foundation YMCA

York YMCA Turkey Trot – November 23, 2023, York Branch YMCA

WHAT:

The YMCA races series makes sure that everyone is always moving forward by giving 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.

Autumn Dash 5K – Taking place at The W. Dale Brougner Foundation YMCA, this race supports healthy living initiatives, such as programs for those with Parkinson's Disease.

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!

THE DIFFERENCE YOU'LL MAKE

Your support will go towards the YMCA's community health programs that ensure everyone, no matter if they are diagnosed with cancer, living with Parkinson's disease, or struggling with Alzheimer's, to live their best lives possible. Your sponsorship is why...

- Individuals with Alzheimer's and dementia and their caregivers learn how to prevent and live with the crippling conditions through nationally recognized education programs
- Cancer survivors regain their physical, mental, and emotional health after their treatments in our free support program, LIVESTRONG at the YMCA
- Children grow into healthy adults by participating in our family-based lifestyle change program, Healthy Weight Your Child
- Adults at risk of getting diabetes increase their chances of avoiding the disease through our year-long CDC-approved Diabetes Prevention Program
- People with hypertension have the knowledge and resources to monitor their heart health during our 16-week Blood Pressure Self Monitoring program
- Parkinson's patients find a community of rabid fans and ways to stay active, no matter their symptoms, in our Partners in Progress initiative



YMCA Race Series

Always Moving Forward

YOUR REACH

Association Reach

15,000 followers across our social media pages

15,000 email subscribers on our mailing list

17,000 monthly 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 6,500 event shirts in the wild

Over 1,000 event donors and stakeholders

73 press contacts across 46 news outlets

Race Series Communications Reach

134,000 views on the RunSignUp race pages

Over 80,000 recipients of race-related emails

Race-related emails with an open rate of 70%

4 races throughout the year



YMCA Race Series

Always Moving Forward

BENEFIT	PLATINUM \$6,000	GOLD \$3,750	SILVER \$2,500	BRONZE \$1,300	SUPPORTER \$750
Digital Recognition	Sponsor recognized and article written about sponsor for race emails and social media	Sponsor recognized in all race emails and uniquely in pre- and post-event posts	Sponsor uniquely recognized in post race email and general pre- and post-event social media posts	Sponsor uniquely recognized in general pre- and post-event social media posts	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	N/A
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



Welcoming Week

Belonging Starts with Us

**WHEN:**

September, 2023

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 Belonging Starts with Us

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

YOUR REACH

Association Reach

15,000 followers across our social media pages

15,000 email subscribers on our mailing list

17,000 monthly 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

73 press contacts across 46 news outlets



Welcoming Week

Belonging Starts with Us

BENEFIT	WELCOMER \$1,500	FRIEND \$1,000	SUPPORTER \$500	PARTNER \$250
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	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			

Sponsorship Selection



Contact Name: _____

Company: _____

Address: _____

Phone: _____ Email: _____

LIVE**STRONG** at the YMCA Gala

Sponsorship Level: _____ Amount: \$ _____

LIVE**STRONG** at the YMCA Golf Outing

Sponsorship Level: _____ Amount: \$ _____

Scott Kimmel Memorial Golf Outing

Sponsorship Level: _____ Amount: \$ _____

Combo Sponsorship (Golf Outings and Gala—Please note which events)

Sponsorship Level: _____ Amount: \$ _____

YMCA Race Series

Sponsorship Level: _____ Amount: \$ _____

Welcoming Week

Sponsorship Level: _____ Amount: \$ _____

2023 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: _____

