



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

To our potential sponsor,

We would like to thank you for taking the time to review this sponsorship information packet, we appreciate your consideration of supporting the Y's work within our community. By sponsoring this event, you would be joining forces with an array of men, women and children already committed to nurturing the potential of kids, promoting healthy living and fostering a sense of social responsibility.

The Corporate Challenge has been run on an annual basis for 27 years. Since 2007 we have seen a 60% growth in both participating companies and individuals. Last year alone we were proud to host over 1200 people that represented over 50 local companies. While we all have a great time, we also do something far more important; we help raise funds to support youth programming through the Y. Funds that will provide opportunities for local children to develop life skills, essential for them to one day attain their dreams.

Cody is just one of many children that would be home alone if it wasn't for the support of people like you. His mom worked hard to make 'ends meet' and it was common for Cody to spend much of his summer break with nothing but a television for company. At just 8 years of age this was not a safe option for young Cody, so his mom turned to the Y. Not only did Cody and his mom benefit from the financial assistance offered to them, but Cody spent a summer learning new skills, from swimming to teamwork; responsibility to respect. Just this one summer experience has changed Cody's life; by supporting the Y, you'll help us change many more.

This sponsor packet will give you more information about the Y and the opportunities associated with the Corporate Challenge. If you need any additional information please feel free to ask. I truly hope you'll support us at this fun evening out, but more importantly help us change more lives like Cody's.

Thank you for your consideration,

YMCA of Broome County





The YMCA of Broome County

The Y is a diverse organization of men, women and children joined together by a shared commitment to nurturing the potential of kids, promoting healthy living and fostering a sense of social responsibility.

While our programs and facilities are always based on the unique needs and interests of our community, one thing will always remain consistent: our people. The volunteers, staff members and supporters of our Y are all united by a deep commitment to strengthening the foundations of our community.

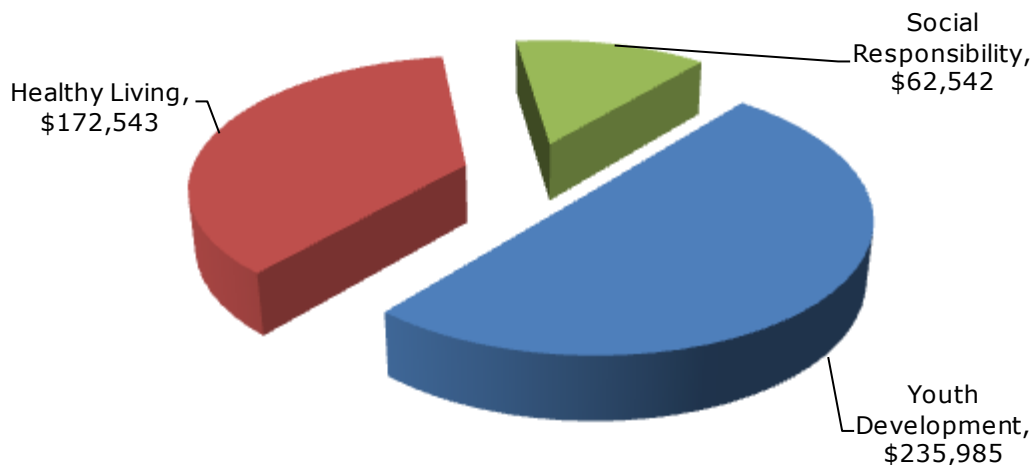
Our Mission

To put Christian principles into practice, through programs that build healthy spirit, mind and body for all.

Financial Assistance

The YMCA of Broome County operates under the policy of '*never turning anyone away due to their inability to pay*'. Scholarships are offered to those that prove a need, so that the financial barriers to participation are broken down. During 2015, over \$473,000 was given away in financial assistance.

Below is a breakdown of the distribution of funds. Each case is dealt with on an individual basis, however a sliding scale is used as a guide. The majority of subsidized memberships are for families with children still living at home.





Thursday, June 27 at SUNY Broome

WHAT IS THE CORPORATE CHALLENGE?

- The Corporate Challenge is the single largest fund raising event held by the YMCA of Broome County.
- It has been run on an annual basis for over 25 years.
- The funds raised through this special event are utilized to offer financial assistance to participants of YMCA programs.
- There are 4 featured races at the event:
 - 5k road race
 - Predicted mile
 - 1-mile relay
 - Executive mile
- The event is open to businesses of all sizes. Any number of employees can enter.
- Over 50 companies participated last year.
- In recent years, over 80% of participating companies have returned the following year.

FAQ'S REGARDING SPONSORSHIP

- **Is my sponsorship tax deductible?**
The sponsorships are not tax deductible, however they can be claimed as a business expense.
- **Can I market my product at the event?**
Definitely, we encourage it. It's a great opportunity to network and promote your business.
- **Why is this a good opportunity for 'my' company?**
This is a great opportunity for any company. The exposure is vast and diverse and it will not only benefit your company, but also the community through the work of the YMCA. It's also a great event for team building among your employees.
- **Are trade agreements an option for sponsorships?**
Yes, if your company offers items that are utilized at the event or would help enhance the event, the committee will definitely entertain proposals for sponsorship as a trade.

WHAT SPONSORSHIP LEVELS ARE AVAILABLE?

- ***Title Sponsor - \$5000***

- Your corporate name mentioned in all television and radio advertisements
- Your corporate name/logo appears on all marketing literature
- Your corporate name/logo featured prominently on all event t-shirts
- Your corporate name mentioned on all PA announcements at event
- Your corporate name/logo featured prominently on sponsors board at event
- Your corporate logo featured on event website
- Your corporate name/logo featured in organizational newsletter
- Corporate recognition at a Corporate Challenge dedicated B-Mets game

- ***Race Sponsor - \$1,500 per race***

- Your corporate name mentioned alongside designated race on marketing material
- Your corporate name/logo featured on all event t-shirts (large logo)
- Your corporate name mentioned on all PA announcements for designated race at event
- Your corporate name/logo featured on sponsors board at event
- Your corporate logo featured on event website
- Your corporate name/logo featured in organizational newsletter
- Corporate recognition at a Corporate Challenge dedicated B-Mets game

- ***'Item' Sponsor - \$750 per item***

- Your corporate name/logo located on designated item i.e water tent, bikes, vendor area
- Your corporate name/logo featured on all event t-shirts (large logo)
- Your corporate name/logo featured on sponsors board at event
- Your corporate logo featured on event website
- Your corporate name/logo featured in organizational newsletter
- Corporate recognition at a Corporate Challenge dedicated B-Mets game

- ***Logo Sponsor - Large - \$500***

- Your corporate name/logo featured on all event t-shirts (large logo)
- Your corporate name/logo featured on sponsors board at event
- Your corporate logo featured on event website
- Your corporate name/logo featured in organizational newsletter
- Corporate recognition at a Corporate Challenge dedicated B-Mets game

- ***Logo Sponsor - Small - \$250***

- Your corporate name/logo featured on all event t-shirts (small logo)
- Your corporate name/logo featured on sponsors board at event
- Your corporate logo featured on event website
- Your corporate name/logo featured in organizational newsletter

Become a Sponsor

Sponsor/Company

Name: _____

Email: _____

Phone: _____

Sponsorship Level: _____ Amount: _____

Payment

I will pay by: _____ Check _____ Visa _____ MC _____ Amex _____ Disc

Name on card: _____

Address: _____

Card Number: _____

Exp Date: _____ CVC: _____ Amt Chrg: _____

Signature: _____

Please send your company logo as a jpeg via email to rsmith@ymcabroome.org

