



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY



THURSDAY, NOVEMBER 12 • 6:30 PM

PRESENTED BY



EVENT OVERVIEW

A TRANSFORMATIVE DIGITAL EXPERIENCE

2020 has been a year unlike any other, filled with unprecedented challenges and difficult circumstances that have impacted us all. Yet, despite the challenges, we have much to celebrate.

Amidst the COVID-19 pandemic, our Y has transformed in extraordinary ways to meet essential community needs. This fall, our transformation continues as we combine* our traditional fundraising events into one virtual experience celebrating our collective impact – **ALL IN FOR THE Y.**

A reimagined virtual format will allow us to make the experience more accessible than ever and incorporate new interactive features while retaining key elements of our signature events: fellowship, success stories, celebrations of impact and the opportunity to change lives.

The event will feature engaging programming, interactive experiences and the chance to support children and families who need us most.

*Combined events include A Night Out for Johnston, A Taste of Simmons, Taste of the Lake benefitting the Lowe's & Lake Norman YMCAs, Brace Family YMCA Be A Community Star Gala and Camp Thunderbird Farm to Table.

EVENT REACH

MARKETING & BRANDING

From innovative digital marketing to targeted word-of-mouth recruitment, our marketing strategies and high brand recognition provide an unparalleled opportunity to reach consumers across the Greater Charlotte community. As an **ALL IN FOR THE Y** event sponsor, you enjoy significant exposure to our event attendees, Y members and the community. Examples of our reach include:

- 58,750 (and growing daily) social media followers
- 117,400 average monthly visitors to our ymcacharlotte.org website
- 297,000 individuals reached annually* through Y programs, membership and events
- 5 million visits annually* across all 19 YMCA membership locations

*2019 metrics

A CELEBRATION FOR ALL

Going virtual means everyone can safely enjoy **ALL IN FOR THE Y** from the comfort of anywhere. Guests can watch in their pajamas, get dressed up for date night at home or gather in small groups to celebrate – there's an option for everybody.

- **Party Packages for Two (\$125)** are perfect for date night or small groups of friends and family who want to celebrate and support the Y together. The party package experience includes hand-delivered dinner for two from Table & Twine, event swag and a commemorative gift. Hosting a get together? Multiple party packages can be delivered to one location for all of your guests.
- **Individual Tickets (\$15)** make the event safely accessible for all and include a secure link to our virtual viewing platform.

EVENT IMPACT

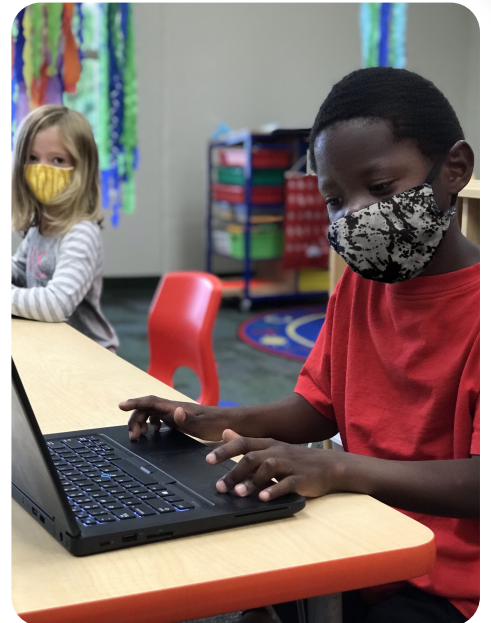
THE OPPORTUNITY TO CHANGE LIVES

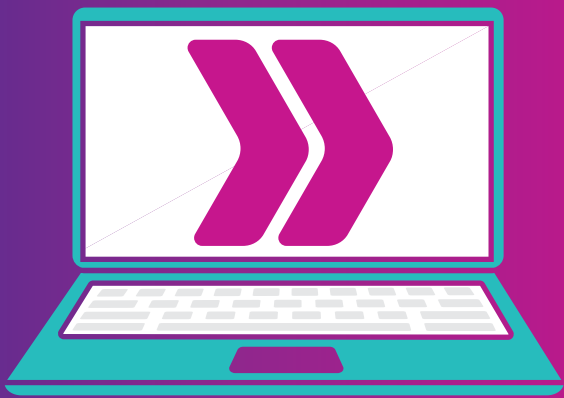
The Y is determined to support the academic success of every child who lives in our community, especially those facing significant challenges that have only been magnified by the impact of coronavirus. For low-income students already at risk of falling behind, this school year has the potential to be academically devastating without access to educational resources and structured learning and enrichment opportunities beyond the virtual classroom.

The Y's back to school programs are helping meet critical needs and reach our community's most vulnerable students. By removing financial barriers, we are able to fill educational gaps and serve children and families who need us most. But we cannot do it alone.

As our Y continues to navigate extraordinary challenges, we need donor support to power our back to school initiatives and ensure every child has access to the resources and relationships they need to reach their full potential.

ALL IN FOR THE Y is your chance to change lives. When you become an event sponsor, your support helps create back to school opportunities for all.





ALL IN FOR THE Y NOVEMBER 12, 2020 INVESTMENT OPPORTUNITIES

Let's work together to align your organization's philanthropic and marketing goals with meaningful ways to give back and reach target markets.

SPONSOR BENEFITS	\$25,000 Platinum	\$10,000 Gold	\$5,000 Silver	\$2,500 Bronze	\$1,000 Celebration
Party Packages for Two: hand-delivered dinner for two, event swag and a commemorative gift (# of two-person party packs included)	(15)	(8)	(4)	(2)	(1)
Recognition in attendee email exclusively recognizing event sponsors	>	>	>	>	>
Recognition across all YMCA of Greater Charlotte Facebook pages	>	>	>	>	>
Recognition on YMCA website	One Year	One Year	Event	Event	
Recognition on print materials distributed with Party Packages	Large logo	Medium logo	Small logo	Name	
Recognition on prominently displayed video screens located in high traffic areas throughout select YMCAs (30 days)	Large logo	Medium logo	Small logo	Name	
Recognition on event registration website/platform	Large logo	Medium logo	Small logo		
Visual recognition during event via virtual presentation	Large logo	Medium logo	Small logo		
Recognition on signage to be displayed for one year at select YMCAs	>	>	>		
Recognition in attendee email(s) communicating pre and post-event information	>	>			
Verbal recognition during event announcements/presentation	>	>			
Recognition in email(s) promoting event to target audiences	>				
Recognition on swag provided in Party Package	>				

In order to fulfill all included benefits, sponsors are required to submit full payment and a hi-resolution logo in EPS format by October 15, 2020. If the sponsor does not supply a high-quality logo by the date requested, the company name will be used instead.

As an inclusive organization that welcomes sponsorship support and partnership opportunities from a wide variety of organizations, the YMCA of Greater Charlotte does not offer sponsor exclusivity based on industry or service/product offerings, except in rare circumstances deemed appropriate by the YMCA. Your tax-deductible gift will be acknowledged as an unrestricted donation and used where it can do the most good.