



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

To our potential sponsor,

First and foremost, 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. As we face new challenges, there's a growing need for the work we do. Where some see obstacles, we see opportunities to make a difference. As a non-profit, we need your support to make it happen. Through the Strong Kids campaign and Corporate Challenge, we provide financial assistance for swim lessons, summer camp, after school programs, and youth memberships. It's your sponsorship that makes it possible to assist our young people in their quest to reach their academic potential, improve life skills, and engage socially with their peers, all while having fun.

Sharissa has been attending the Binghamton YMCA after school program since she was eight years old. Her mom came to the YMCA looking for a safe, reliable place for after school care. She knew that she needed to get Sharissa out of her destructive environment or risk losing her to drugs and violence. Shariss's mom worked three jobs and bairley made enough to make ends meet. The YMCA provided the financial assistance that made it possible for Sharissa and her two little brothers to attend our after school program. Sharissa is flourishing, she has now made honor roll and represents her school through soccer. When asked about the Y after school program she always replies, "it's the best part of my day".

Sharissa is just one example of hundreds of kids that get the opportunity to grow, not only academically, but socially in our after school program. Our ability to offer financial assistance is a direct result of your support and generosity.

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 corporate event, but more importantly help us change more lives like Sharissa's.

Thank you for your consideration,

Ronald M. Smith  
Branch Executive  
YMCA of Broome County  
607.770.9622 ext.404  
Rsmith@ymcabroome.org

## **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.

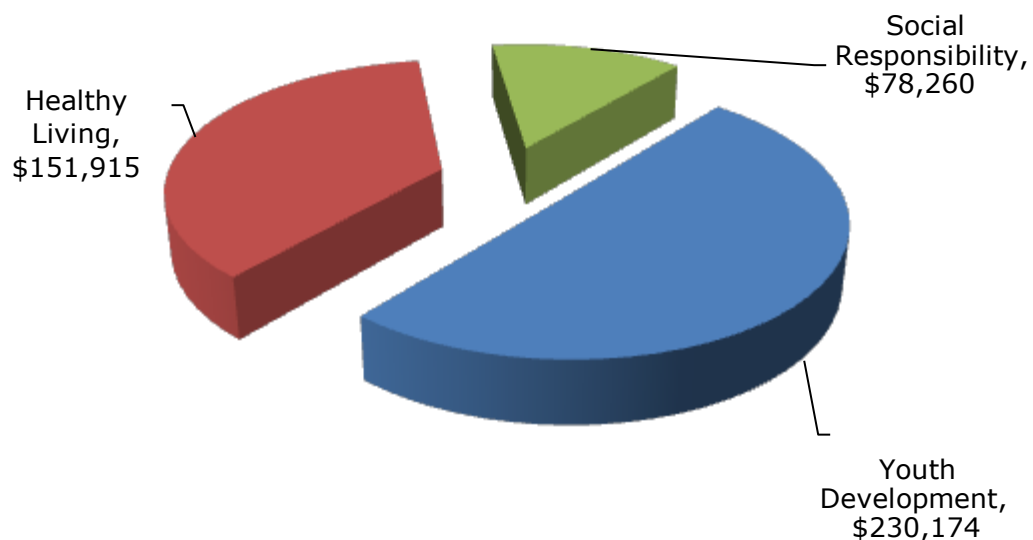
## **Our Mission**

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 2016, over \$460,000 was given away in financial assistance for programs and services to over 15,000 community members.

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.



## **Date of the Event: Thursday June 8<sup>th</sup> @ 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 28 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 45 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.
  
- ***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
  
- ***'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
  
- ***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
  
- ***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**

**Please Make  
Checks Payable  
To:  
YMCA of Broome  
County**

**Sponsor/Company**

Name: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Sponsorship Level: \_\_\_\_\_ Amount: \_\_\_\_\_

**Payment**

I will pay by: \_\_\_\_\_ Check \_\_\_\_\_ Visa \_\_\_\_\_ MC \_\_\_\_\_ Amex \_\_\_\_\_ Disc

Name on card: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ CVC: \_\_\_\_\_ Amt Charged: \_\_\_\_\_

Signature: \_\_\_\_\_

*Please send your company logo as a jpeg via email to [rsmith@ymcabroome.org](mailto:rsmith@ymcabroome.org)*