



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

# **WORKING TOGETHER FOR THE BETTER**

**COMMUNITY PARTNERS**

**YMCA of the Capital Area  
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# YMCA OF THE CAPITAL AREA

Since 1917, the YMCA of the Capital Area has been serving our community through youth development, healthy living and social responsibility. The YMCA of the Capital Area welcomes members into our branches – regardless of income or background- in hopes to nurture the potential of children, improve the nation’s health and well-being, and provide opportunities to give back and support our neighbors.

As a nonprofit 501(c)(3) charitable organization incorporated in the State of Louisiana, the YMCA of the Capital Area serves individuals through health and wellness programs. The Y also services individuals through community outreach programs, youth and their families and senior program participants.



Over 30,000 page views to the website



Over 914 followers



Over 9,800 likes

## OUR MISSION

Our Mission is to put Christian principles into practice through programs that build a healthy spirit, mind and body for all.



# SPONSORSHIPS

Your support can provide much needed aid, to ensure the Y can continue to meet the needs of our community. The following event and program sponsorships are needed:

## Summer Camp Sponsorship

Summer Camp is sponsored by Raising Canes!



## Youth Sports Sponsorship

Youth Sports is sponsored by Gerry Lane Enterprises!



## Youth Sports Field Sponsorship

Sports Participants: over 18,252

4 x 6 banner with company logo or advertisement

Year round advertising on sports field

Cost \$500/ per location

## Swimming Pool Sponsorship

Aquatics Participants: over 3,966

4 x 6 banner with company logo or advertisement

Year round advertising at swimming pool

Cost \$500/ per location

## TV Rotation

Sponsor Image to be included in TV rotation in Lobby. Minimum rotation of once every two minutes.

Four week rotations

Image to be provided by sponsor, size 1024 x 768 pixels

Average visits to the Y per month is 78,109

Locations available: ExxonMobil YMCA, Dow Westside YMCA, C.B. Pennington Jr. YMCA, Paula G. Manship YMCA, Charles W. Lamar Jr. YMCA, Americana YMCA

Cost \$300/per location or Association-Wide Sponsorship \$1500



# SPONSORSHIP OPPORTUNITIES

## Homeless Outreach Program

Community outreach program to serve the homeless in our community

Served annually: over 10,254

Mention in program press release

Logo recognition on website, facebook and twitter

Logo recognition on promotional materials

Cost \$1000/ Association-Wide Sponsorship

## Community Shape Up

Community outreach program to provide health and wellness classes

Four to six week program

Expected Participation: over 1,200

Mention in program press release

Logo recognition on website, facebook and twitter

Logo recognition on promotional materials

Cost \$1000/ Association-Wide Sponsorship

## Splash Program

Community outreach water safety program

Aquatics Participants: over 3,966

4 x 6 banner with company logo or advertisement

Year round advertising at one swimming pool

Mention in program press release

Logo recognition on website, facebook and twitter

Logo recognition on promotional materials

Cost \$2500/ Association-Wide Sponsorship



# SPONSORSHIP OPPORTUNITIES

## Wellness Challenge Sponsor

Association-Wide wellness challenge sponsor, challenges are to help encourage, motivate and support members in their wellness goals.

Four to Six Week Challenge

Challenge Participation: 450-650 per challenge, association-wide

Mention in newsletter

Mention on website, facebook and twitter

Logo recognition on promotional materials

Logo recognition on Challenge t-shirt for a minimum of 300 participants

Cost \$3000 per challenge/ Association-Wide Sponsorship, sponsor may chose challenge of choice

Challenges include: Resolution Solution (January), March Madness (March), July Journey (July), Turkey Challenge (November) and 12 days of Fitness (December).

## Member Appreciation Day

Association-Wide celebration to thank members of the Y! Health snacks, door prizes, game and/or activity set up in the lobby of each Y on the last Wednesday of every month.

Sponsor to provide the game/snacks/activity for the member appreciation day

Mention in newsletter

Mention on website, facebook and twitter

Logo recognition on promotional materials

Sponsor may distribute promotional items to members

Cost \$1000 Association-Wide Sponsorship, sponsor may chose the month you wish to sponsor



# SPONSORSHIP OPPORTUNITIES

## Workout to Win

Great for partners who want to promote events or gain exposure for their product or service.

How it works: Workout to win is a monthly Wellness Challenge, it encourages increased visits to workout at the Y. Each visit members register to win a prize, provided by sponsor.

Four to six week program

Expected Participation: 1800 entries

Mention in newsletter with info on product/service, link to registration, link to information

Mention on website – on the homepage

Mention on facebook and twitter – with info on product/service, link to registration, link to information

Logo recognition on promotional materials – the Y can create materials or display promotional materials provided by sponsors (non-compete of sponsors on materials, y logo should be used in materials)

Cost \$1,000 (y provides prize) Or \$0 if prize is provided by sponsor, prizes should be valued at a minimum of \$50 each/ Association-Wide Sponsorship/ minimum of one winner per location

## Promotional Partner

As a non-profit organization the Y is unable to participate as a cash sponsor for events and activities.

The Y has worked with community partners to trade the cost of sponsorship in return for promoting an event/activity. The event/activity must align with the Ys mission.

The YMCA will promote the event/activity as a “proud sponsor of”

The event will be mentioned in the YMCA Newsletter (the event information must be provided to the Y 60 days in advance of the event to ensure inclusion in the newsletter)

Mention on website – on the homepage, link to information and registration

Mention on facebook and twitter – with information about the event, link to event registration

\*\*The Y logo must be present on any promotional materials displayed at the Y.

(non-compete of sponsors on materials, additional event sponsors must align with the Ys mission)

The Y logo will be issued for use only after a sub-license agreement has been signed and provided to the Y.

Value of sponsorship should be a minimum of \$1,000



# SPONSORSHIP OPPORTUNITIES

## Costume Drive

Association-Wide sponsorship of our annual costume drive from October 1—October 24

Mention in newsletter  
Mention on website, facebook and twitter  
Mention in press release  
Opportunity to collaborate as a collection site for donations  
Logo recognition on promotional materials

Cost \$1000

## Swim Suit Drive

Association-Wide sponsorship of our annual swim suit drive from May 1—May 31

Mention in newsletter  
Mention on website, facebook and twitter  
Mention in press release  
Opportunity to collaborate as a collection site for donations  
Logo recognition on promotional materials

Cost \$1000



# SPONSORSHIP OPPORTUNITIES

## YMCA DIABETES PREVENTION PROGRAM

YMCA's Diabetes Prevention Program teach individuals to adopt the healthy eating and physical activity habits that have been proven to reduce the risk of developing type 2 diabetes. Please consider this sponsorship opportunity to help the Y beat Diabetes in our communities by improving participant engagement and health outcomes as well as provide other educational resources for program participants.

Served: 15 Individuals Per Class

Mention in program press release and promotional materials

Logo recognition on website, facebook and twitter

Cost \$50,000 Association-Wide Sponsorship for New Orleans and Baton Rouge Markets

## YMCA DIABETES PREVENTION PROGRAM INCENTIVES

	per person	per class	per 10 classes
T-shirts	\$10	\$150	\$1,500
Workout bag	\$20	\$300	\$3,000
Snacks	\$2.00	\$30	\$300
Pedometer	\$40	\$600	\$6,000
Water bottle	\$10	\$150	\$1,500
Personal Training	\$200	\$3,000	\$30,000
Fitbit	\$90	\$1,350	\$13,500
Gift card to healthy restaurant	\$50	\$750	\$7,500
Gift to card to grocery store	\$10	\$150	\$1,500
Gift Basket		\$50	\$500
A1c Testing	\$75	\$1,125	\$11,250
Stress Relief workshops		\$50	\$500
Dietitian-award	\$75	\$1,125	\$11,250
Dietitian - visit		\$75	\$750
Cooking Class		\$200	\$200
Food Box	\$20	\$300	\$3,000
Total	\$602	\$9,205	\$92,050 Value for \$50,000

\*Individual Incentive Sponsorships are welcome





# SPONSORSHIP OPPORTUNITIES

## Chairman's Roundtable

Donation made toward the YMCA Annual Community Support Campaign. The Annual Community Support Campaign raises funds so that the Y can scholarship those who need YMCA programs and services but are unable to afford them.

<u>Giving Level</u>	<u>Amount of Gift</u>	<u>Recognition Benefits</u>
Chairman's Club	\$1,000-\$2,499	CRT Banner, Listing on website, Listing in annual report, Invitation to Annual Meeting.
Benefactor Club	\$2,500-\$4,999	CRT Banner, Listing on website, Listing in annual report, Invitation to Cornerstone event, Recognition at 3 branches of choice, and Invitation to Annual Meeting.
Founders Club	\$5,000 or more	CRT Banner, Listing on website, Listing in annual report, Invitation to Cornerstone event, Recognition at all branches, and Invitation to Annual Meeting.



# SPECIAL EVENT SPONSORSHIPS OPPORTUNITIES

## Paula G. Manship YMCA, Gingerbread Jog (December)

\$500—\$5000

In Kind Donations \$1000 - \$10,000

Sponsorship banner at event, Logo on promotional materials, recognition on website, press release, event and newsletter, logo on t-shirt and free event entry

## C.B. Pennington Jr. YMCA, Boo Bash (October)

\$1,000

In Kind Donations \$2,000

Sponsorship banner at event, Logo on promotional materials, recognition on website, press release, event and newsletter and free event entry

## Paula G. Manship YMCA, Tennis Tournament

\$1,000- \$4,000

In Kind Donations \$2,000—\$8,000

Sponsorship banner at event, Logo on promotional materials, recognition on website, press release, event and newsletter, logo on t-shirt and free event entry

## Healthy Kids Day (April)

\$1,000- \$5,000

In Kind Donations \$2,000- \$10,000

Sponsorship banner at event, Logo on promotional materials, recognition on website, press release, event and newsletter, logo on t-shirt and free event entry

## Beyond the Green, Golf Tournament (October)

\$500-\$8,000

In Kind Donations \$1,000 - \$16,000

Sponsorship banner at event, Logo on promotional materials, recognition on website, press release, event and newsletter, team at event and free event entry

## Dow Westside YMCA Auction (fall)

\$500- \$3000

In Kind Donations \$1,000- \$6,000

Sponsorship banner at event, Logo on promotional materials, recognition on website, press release, event and newsletter and free event entry

## Southside YMCA Gala

\$250 - \$1000

In Kind Donations \$500- \$2,000

Sponsorship banner at event, Logo on promotional materials, recognition on website, press release, event and newsletter, logo on t-shirt and free event entry



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