

BUSINESS PARTNER OPPORTUNITIES

Strengthen your brand through
community partnerships



The Northern Middlesex YMCA offers your business a prime opportunity to be seen as a leader in the community and to build your brand loyalty while supporting the mission and work of the YMCA.

By becoming a Community Partner, you will help to ensure that every child, family and adult in our community has access to early learning opportunities, support for families living with cancer, after school and summer enrichment programs, summer day camp, housing, healthy living and youth development.

- The Y is dedicated to strengthening our community through youth development, healthy living and social responsibility. Our impact begins at birth and continues through old age.
- The Y is a place for children to learn and grow, teens to be safe and engaged, young families to enjoy family time, individuals to stay fit and make friends, and for seniors to socialize while they maintain their health.
- The Y has hundreds of programs, classes and services that impact close to 12,000 people a year.
- The Y strives each day to provide the highest quality programs and services which improve the lives of those who live and work in our community.
- The Y is a place for us all to feel welcomed and supported as we take the life journey from childhood to adulthood and gracefully into old age.
- The Y offers a path to a fuller, more productive life.

Each year the Y provides over \$350,000 in direct subsidies to more than 3,200 people – our charitable work extends even further through grants and partnerships. The Y is for everyone; no child, family or adult is turned away because of inability to pay.

JOIN THE Y IN BUILDING A BETTER COMMUNITY BUSINESS PARTNERSHIPS:

\$10,000 Youth Development Business Partner includes sponsorship of:

- Sip & Celebrate (Youth Development sponsorship),
- Annual Meeting
- Race4Chase

\$5,000 Healthy Living Business Partner includes sponsorship of:

- Sip & Celebrate (Healthy Living sponsorship)
- Annual Meeting
- Community Conversations or Healthy Lifestyles

\$3,000 Strong Business Partner includes sponsorship of:

- Sip & Celebrate (Strong Communities sponsorship)
- Swim Team or Family Nights or Family Events

BUSINESS SPONSORSHIPS:

\$2,500 Business Sponsorship includes:

- Sip & Celebrate Youth Development Sponsorship, or Annual Meeting or Community Conversation

\$1,000 Business Sponsorship

- Sip & Celebrate Health & Wellness Sponsorship, or Family Nights or Swim Team

\$500 Business Sponsorship

- Sip & Celebrate Social Responsibilities Sponsorship

\$250 Business Sponsorship

- Sip & Celebrate Open Doors



BENEFITS:

- **Youth Development and Healthy Living Business Partners** will be showcased for one month on 3 banners: 1- corner of Main Street & Union (approx. 6,000 cars per day), 2-corner of deKoven and Union (approx. 2,500 cars per day), 3-side of YMCA at main entrance (12,500 people visit the YMCA each month plus foot traffic)
- **Youth Development and Healthy Living Business Partners** will receive a Gift Certificate to send a child of their choosing to a session of summer camp (Youth Development – two and Healthy Living Business Partners – one)
- **All Business Partners and Sponsors** will be publicized through the Donor Board in the main lobby for one year, promotional materials (available for top two sponsorships of Sip & Celebrate only), Facebook/Twitter, website, Y TV's, newsletter, Annual Report and event signage where appropriate. Currently the Y has 2,376 followers and 2,382 people who like our page.

** Business and Sponsor opportunities
dependent upon timing of commitment.*

OPPORTUNITIES FOR RECOGNITION AT A GLANCE

Annual Meeting

Barracuda Swim Team

Community Conversations

- 1-2 events per year

Family Events (\$1,500)

- Monthly

Family Nights at Camp

- 4 in summer

Healthy Lifestyles

Lectures & Programs

Sip & Celebrate

\$2,500, \$1,000, \$500
and \$250 Levels

Triathlon Club

OPPORTUNITIES FOR RECOGNITION:

ANNUAL MEETING

Each year the Y holds its Annual Meeting in celebration of its members, volunteers and all of those who donate to ensure that we are able to meet the charitable needs of our community. We recognize individuals from the community who have, alongside the Y, made a major impact on the community with the For a Better Us – Community Impact Award as well as employees who have made a notable impact in the lives of those we serve with the Building a Better Us – YMCA Impact Award. Additionally, the Annual Report is presented and an election of the Board of Directors is held.

Additional Benefit: Speaking opportunity at the event

BARRACUDA SWIM TEAM

The Barracudas Swim Team is committed to providing an enjoyable and positive experience for swimmers while developing their endurance, skill, physical ability and mental stamina through a supportive and wholesome social outlet that encourages excellence, teamwork, and camaraderie. The Barracudas swim team is a member of the Yankee Cluster Swim League.

Additional Benefit: Banner in Pool Area

COMMUNITY CONVERSATIONS

The YMCA has begun holding Community Conversation Breakfasts with Business Partners, Sponsors, Community Stakeholders, Grantors, and Leadership Donors to identify and discuss issues that are critical to our community, how the Y can assist in meeting these critical needs and identify opportunities for partnerships and collaborations within the community. These will be held one to two times per year.

Additional Benefit: Speaking opportunity at the event

FAMILY EVENTS & FAMILY NIGHT AT CAMP

The Y believes that it is important for families to have opportunities to participate in fun, free or low cost events and activities to strengthen family bonds, make everlasting memories and have experiences that they otherwise might not have. One or more fun family events are offered once a month.

Additional Benefit: Banner/Signage at event

HEALTHY LIFESTYLES LECTURES & PROGRAMS

The Y Healthy Lifestyles Department hosts a series of Health & Wellness Lectures each year including lectures on topics such as nutrition, exercise, disease prevention. They also provide evidence-based disease prevention programs such as YMCA's Diabetes Prevention and Wellness Programs, Blood Pressure Self-Monitoring Program, Enhance Fitness Programs for older adults and will begin offering Livestrong programming in the final quarter of 2018.

Additional Benefit: Name or logo on promotional materials for Lectures and Programs and lecture of your choice for your employees

RACE4CHASE

Each year young athletes train at Summer Day Camp Ingersoll for Race4Chase – a Kids' triathlon training program which culminates in an end of summer triathlon with other triathletes from the area. Race4Chase is a part of the CMAK Foundation formed to honor 6 year old Chase Kowalski who was killed in the Sandy Hook tragedy.

Additional Benefit: Name on Banner at Camp

SIP & CELEBRATE

Y's major annual fundraiser held annually in September at YMCA Camp Ingersoll. Expecting 200-250 in attendance.

YOUTH DEVELOPMENT SPONSOR - \$2,500

Additional Benefits: Logo or name of promotional postcard, logo on front/back cover of program, full page ad in program and four tickets to the event

HEALTHY LIVING SPONSOR - \$1,000

Additional Benefits: Name on front and logo on back cover of program, half page ad in program and two tickets to the event

STRONG COMMUNITIES - \$500

Additional Benefits: Name listing in program, quarter page ad in program and one tickets to the event

OPEN DOORS - \$250

Additional Benefits: Name listing in program

TRIATHLON CLUB

The Triathlon Club is committed to providing an enthusiastic and supportive environment to triathletes 13 years of age and above at all levels of experience - included new triathletes. Scheduled trainings and practice triathlons occur year round.

Additional Benefits: Name/logo on practice t-shirt





MIDDLESEX YMCA

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