

EVENT DATE

OCTOBER, 23, 2023



PARTNERING FOR A BETTER GASTON

**When you sponsor the Trick or Trail
race, you partner with us to make
our community stronger.**

Every sponsorship investment helps to ensure all
Warlick Y programs and services are available to
all and the Y is strong for years to come.

Trick-or-Trail 5K

YMCA ANNUAL GIVING CAMPAIGN

**ONE GASTON.
ONE GOAL.**

IMPACT & REACH THROUGH SPONSORSHIP

As a sponsor, you will receive significant exposure to our event guests, Y members, volunteers, and the community. Plus, we LOVE our sponsors! Below are a few examples of sponsor recognition.

- Social Media shout-outs
- Sponsor recognition on event communications and registration site
- Race fliers and signage featured at the YMCA
- Recognition on race shirt
- Sponsor signage featured on race course
- Booth space available at event

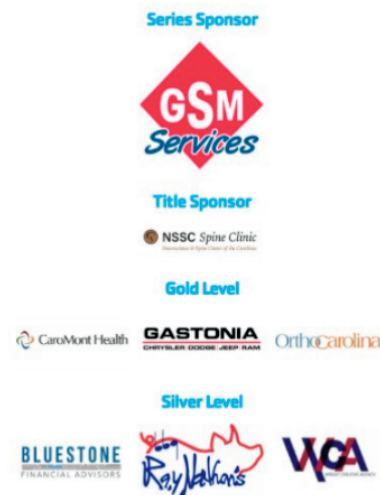
Example of Yard Sign



Example of Race Shirt



Example of Website



Example of Title Sponsor Banner



WHY THE Y?

Trick or Trail 5K and Fun Run

The Warlick Family YMCA is passionate about health and wellness and what being part of the community can do for your physical and mental health. We believe that everyone in the community should have a Y experience through Y membership and programs no matter their ability to pay. Trick or Trail sponsorships support Y programs and services in the Warlick community including summer day camp and afterschool.

In 2022, the YMCA is working to raise funds to strengthen the foundation of community by providing access to Y programs and services, creating access to much needed financial assistance, and collaborating to provide access to programs while sustaining the YMCA throughout Gaston County.

With your help we can better support our community.

WARLICK FAMILY YMCA INITIATIVES

Afterschool
Summer Day Camp
LiveSTRONG at the YMCA
Safety Around Water (SAW)



YMCA Areas of Focus



Youth Development

Nurturing the potential of every child and teen.



Healthy Living

Improving the nation's health and well-being.



Social Responsibility

Giving back and providing support to our neighbors.

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

OPPORTUNITIES

Sponsor Benefit	Title Race Sponsor (1) \$2000	Platinum Event Sponsor (1) \$2000	Gold Sponsor \$1600	Silver Level \$850	Bronze Level \$600
Recognition in pre and post race communications	✓	✓	✓	✓	✓
Included in race registration website	✓	✓	✓	✓	✓
Finish Line Arch Banner	✓				
After Party Event Naming		✓			
Complimentary race entries	6	5	4	2	
Signs on race course	4	4	3	2	
Social Media Mentions	✓	✓	✓	✓	✓
Race Shirt	LOGO	LOGO	LOGO	LOGO	LOGO
Website Recognition	LOGO	LOGO	LOGO	LOGO	NAME
Booth at Event	✓	✓	✓	✓	✓
Verbal Communications at event	✓	✓	✓		

For more information or to sponsor contact
Molly D'Avria at mdavria@gastonymca.org today.

The Trick or Trail race supports programs right here in Gastonia! The families we serve truly benefit from your generosity and community spirit.

Michelle Bowers
Warlick Executive Director

Sponsorship information and high res logos due by September 15 to be included on materials.

