

EVENT DATE

OCTOBER 25, 2024

A young girl with blonde hair, wearing a white long-sleeved shirt and a white tutu with black spots, is smiling and looking upwards. She is wearing a cow print headband. The background is a wall covered in colorful, hand-drawn graffiti. A large red starburst shape contains the word 'BAM!' in yellow letters. Other graffiti includes 'Plat' in green, 'WE!' in blue, and 'SUPER' in blue. The overall scene is vibrant and festive.

PARTNERING FOR A BETTER GASTON

FALL FESTIVAL AT STOWE YMCA ANNUAL GIVING CAMPAIGN

**When you sponsor Fall Festival, you partner
with us to make our community stronger.**

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

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
- Signage featured at the YMCA
- Booth space at event

The Ys amazing reach:

More than 17,000 Y email recipients

Approximately 7,500 social media followers

Paid promotions on radio, social, and eBlasts

EXAMPLES



WHY THE Y?

Fall Festival

The Gaston County Family YMCA is passionate about youth programs 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. Sponsorships support Y programs and services like youth sports, drowning prevention, and childcare programs.

In 2024, 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.

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



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.

OPPORTUNITIES

SPONSOR BENEFIT	TITLE SPONSOR (1) \$2500	COMMUNITY CHAMPION \$1600	COMMUNITY BUILDER \$250
Recognition in Event Communications	✓		
Entrance Signage at Event	✓	✓	
Promotional Trunk/Booth at Event	✓	✓	✓
Signage at an Event Station	✓	✓	
Social Media Mentions	✓	✓	✓
Website Recognition	Logo + Link	Logo	Name
Recognition in Y Annual Report	✓	✓	✓

IMPORTANT DETAILS:

In order to fulfill your sponsorship recognitions, sponsors must submit the following materials by October 4, 2024:

- High resolution logo in PNG, PDF, or EPS format
- Facebook and Instagram handles for tagging
- Link to website

For more information or to sponsor contact **Katie Lank** at klank@gastonymca.org today.

Fall Festival supports Summer Day Camp:
 "Summer Day Camp is a lifesaver for me as a parent! My kids look forward to the songs, games, and swimming with friends."
 - Camp Parent

