

2024



PARTNERING FOR A BETTER GASTON

YOUTH SPORTS AND SWIM SPONSORSHIPS YMCA ANNUAL GIVING CAMPAIGN

When you sponsor a youth team, you partner with us to make our community stronger.

Every sponsorship investment helps to ensure all children are able to participate and to keep the Y strong.

IMPACT & REACH THROUGH SPONSORSHIP

As a sponsor, you will receive significant exposure to our athletes, 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 season communications
- Name on jersey/team shirt
- Team plaque to display
- Signage featured at the YMCA

THE Y'S AMAZING REACH:

- More than 24,000 recipients via Y emails
- Approximately 7,500 social media followers
- Paid promotions on radio, social, and eBlasts.

EXAMPLE RECOGNITION BANNER



EXAMPLE SOCIAL SHOUT OUTS



12 likes

pharrymca The Y is THRILLED to share its@first Sports Sponsor for 2023! Thank you @dickssportinggoods for supporting youth sports and helping to ensure everyone can play! They are generously going to share a special discount the weekend of February 17 so mark your calendars and stay tuned for more information.

EXAMPLE UNIFORM/TEAM SHIRT



WHY THE Y?

Youth Sports and Swim Lessons

The Gaston County Family YMCA is passionate about Youth Development and what being part of a team can do for a child's confidence, problem solving and wellbeing. We believe that all children should have the ability to participate. Sponsorships allow the Y to keep the cost low for all children to have the opportunity to participate and support amazing programs like Safety Around Water and youth sports teams.

NEW We are thrilled to add our new Pharr Family YMCA gymnastics team as an option!

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.

RESPECT ♥ HONESTY ♥ FAITH
RESPONSIBILITY ♥ CARING



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	ANNUAL SPONSOR \$1600	SINGLE TEAM SPONSOR \$350	DOUBLE MY IMPACT \$600
Name on team uniforms/shirts	6	1	2
Recognition plaque	✓	✓	✓
Social Media shoutouts	✓	✓	✓
Seasonal recognition banner	✓		
Acknowledgement on season communications	✓	✓	✓
Promotional booth at game/practice	✓		
Recognition as Y Donor	✓	✓	✓

IMPORTANT DETAILS:

In order to fulfill your sponsorship recognitions, sponsors must submit the following materials by September 13, 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
Danny Gathings at dgathings@gastonymca.org today.**

"Y Leagues and coaches are the best! My daughter has learned more than just swimming and soccer. She has learned to be a better friend and improved her level of fitness."

Y Mom of 8 year old athlete

