

LADIES NIGHT OUT SPONSORSHIPS

the

YMCA

SUPPORT WOMEN, EMPOWER SURVIVORS, ELEVATE YOUR BRAND

LADIES NIGHT OUT
AUGUST 22, 2025



STOWE FAMILY YMCA | GASTONYMCA.ORG

A MISSION THAT MATTERS

Because of our incredible sponsors,
the Gaston County Family YMCA provided

\$41,829

IN SCHOLARSHIPS IN 2024
for life-changing programs like
LiveStrong at the YMCA.

Strength in Community: Supporting Women & Cancer Survivors Together

Join us in making a meaningful impact at Ladies Night Out, an inspiring event at the Stowe Family YMCA that celebrates women entrepreneurs and brings together a community of creative, business-savvy women—all to raise funds for LIVESTRONG® at the Y. This life-changing program provides cancer survivors with a 12-week wellness journey at no cost, offering guided workouts to rebuild strength and mobility, mental health support, and group sessions for healing. Without sponsorships and ticket sales, these scholarships wouldn't be possible. Align your brand with our mission!

This is more than just an event—it's a night of empowerment, connection, and giving back to those who need it most. Let's partner to make a difference in the lives of cancer survivors while amplifying your brand in an engaged, high-impact audience. Secure your sponsorship today!

SPONSORSHIP OPTIONS

MARKETING BENEFITS

	TITLE SPONSOR \$5,000 EXCLUSIVE! Only one Title sponsor		DIAMOND SPONSOR \$2,500		
TV news promotion as Title Sponsor	★				
"TJ and Riggins Radio" show & social media mentions as Title Sponsor for 1 month	★				
One stand-alone email about your company for event participants (sponsor-created content)	★				
Logo and recognition at top of event webpage for 1 year	★	★			
Event entrance signage	★	★			
Recognition on demographic-targeted emails (35k+ people)	★	★			
Display on in-branch YTVs (60+ days)	✓	✓			
Display on in-branch YTVs (60+ days)	✓	✓			
Logo on event promotion materials (flyers, posters and emails)	✓	✓			
Signage inside the event on our digital screens	✓	✓			
Display on in-branch YTVs (60+ days)	✓	✓	✓		
Include your own promotional items (e.g., business cards, flyers, koozies) in our attendee giveaway bags	✓	✓	✓		
Verbal recognition at the event	✓	✓	✓		
Mentions on YMCA social media	3	3	2	1	
Booth or promotional space at the event	✓	✓	✓	✓	✓
Signage inside the event on our digital screens	✓	✓	✓	✓	✓
Recognition on the YMCA sponsor webpage	Logo	Logo	Name	Name	Name
	SPONSORS 5 CANCER SURVIVORS THROUGH THE LIVESTRONG AT THE Y PROGRAM	SPONSORS 2.5 CANCER SURVIVORS THROUGH THE LIVESTRONG AT THE Y PROGRAM	SPONSORS 1 CANCER SURVIVOR THROUGH THE LIVESTRONG AT THE Y PROGRAM	SPONSORS 1/2 CANCER SURVIVOR THROUGH THE LIVESTRONG AT THE Y PROGRAM	COMMUNITY BUILDER \$250

WHY PARTNER WITH THE GASTON COUNTY FAMILY YMCA?



By sponsoring Ladies Night Out and other community programs at the YMCA, your brand gains high-visibility exposure to thousands of engaged families in Gaston County.

OUR PLATFORMS AND LOCATIONS OFFER MEANINGFUL REACH AND EXPOSURE:

- ✓ **SOCIAL MEDIA IMPACT:**
7,700 Facebook followers (30K+ reach/month) and 1,600 Instagram followers (13.8K views/month).
- ✓ **BRANCH FOOT TRAFFIC:**
13K+ people pass through our doors each month, seeing your brand in action.
- ✓ **EVENT VISIBILITY:**
More than 400 people attended last year's event—your potential customers!
- ✓ **TARGETED DIGITAL EXPOSURE:**
More than 35,373 recipients on our Ladies Night Out targeted marketing email lists.

GOLD SPONSOR \$1,000

SILVER SPONSOR \$500

COMMUNITY BUILDER \$250

SPONSOR LOGO GUIDELINES & ACKNOWLEDGMENT POLICY

- In order to fulfill the benefits of logo usage, sponsors are required to submit a high-resolution logo in EPS format.
- If the sponsor does not supply a high-quality logo by the date requested, the organization name will be used.
- As an inclusive organization that welcomes sponsorship support and partnership opportunities from a wide variety of organizations, the Gaston County Family YMCA does not offer sponsor exclusivity based on industry or service/product offerings, except in rare circumstances deemed appropriate by the YMCA.
- Your sponsorship will be acknowledged as an unrestricted donation and will allow the Y to meet the greatest needs in our community.

For additional information, please contact Sarah Shriver at yinformation@gastonymca.org

PARTNERSHIP RECOGNITION

As a valued sponsor of the Gaston County Family YMCA, we ask our sponsors to help showcase your support of the Y to our community in the following ways:



Display a YMCA Window Cling

Show your community involvement by placing a YMCA sponsor cling in your business window. This helps highlight your commitment to strengthening our community.



Feature the YMCA Logo on Your Website

Include our logo on your website with a link back to gastonymca.org. This not only demonstrates your support but also helps connect more families to life-changing programs at the Y.

**Your partnership makes a real impact,
and we appreciate you helping us spread the word!**



Being in LiveSTRONG with other people who understand how you are feeling, nothing can compare. I feel like I had another family.



- Carolyn, LiveSTRONG at the YMCA Survivor

BREAKING DOWN THE IMPACT

THE COST OF CHANGING LIVES THROUGH YMCA PROGRAMS



\$60

puts a child in Youth Sports building confidence and teamwork.

(50 kids served in 2024)



\$70

teaches lifesaving swim skills through Safety Around Water.

(368 kids served in 2024)

\$300

provides a month of afterschool care

(293 kids supported, 86 with financial aid or in foster care in 2024)



\$750

provides meals and activities for kids experiencing food insecurities during the summer

(180 meals served)



\$1,000

supports cancer survivors working to reclaim their physical and emotional health through LIVESTRONG at the YMCA.

(68 people served in 2024)



\$1,500

sends a child to Summer Camp.

(116 campers, 27 in foster care 2024)

\$300

Allows a child overcome childhood obesity and help their family learn and adopt skills to live a healthier lifestyle longterm.



\$600

Allows a senior in need to enjoy the social and physical benefits of being at the Y for a year.

