



**SPORTS SPONSORSHIPS**



# SCORE BIG WITH A YMCA SPONSORSHIP!

**Building Healthier  
Communities Together**



**GASTON COUNTY FAMILY YMCA | [GASTONYMCA.ORG](http://GASTONYMCA.ORG)**

# YOUR SPONSORSHIP CREATES A LASTING IMPACT FOR KIDS

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

**\$41,829**

**IN SCHOLARSHIPS IN 2024**  
for youth programs like sports,  
swim team, and gymnastics.

**Being part of a team builds confidence, creates lasting healthy habits, and encourages leadership skills.**

When you sponsor a YMCA sports team, you're doing more than just advertising—you're investing in a stronger community. Your sponsorship helps provide financial assistance for youth programs, including sports, ensuring that all children have the opportunity to learn, play, and grow.

As part of our Better Us Campaign, this is a powerful way for local businesses to support the Y while aligning their philanthropic and marketing goals. Together, we can create meaningful opportunities to give back, engage families, and make a lasting impact.

# SPONSORSHIP OPTIONS



## MARKETING BENEFITS

**TITLE SPONSOR**  
**\$5,000**

**EXCLUSIVE!**  
Only one title sponsor per sport each season.

SPORT TYPE	SEASON DATES	TITLE SPONSOR
Winter Swim Team	January - March	Available
Spring Soccer	March - May	Available
Summer Swim Team	April - June	Available
T-Ball	May - June	Available
Summer Basketball	May - July	Available
Summer Gymnastics	May - September	Available
Fall Soccer	August - October	Available
Flag Football	October - December	Available
Fall Gymnastics	October - April	Available
Winter Basketball	December - February	Available

Logo and recognition at top of sport-specific webpage



Logo at the top of weekly sports communication emails



One stand-alone marketing email about your company to sports participants (content created by the sponsor)



Recognition on the YMCA sponsor webpage



Listing on Y Donor Boards



Name on team uniforms for selected sport\* (Swim Team and Gymnastics Sponsors see below)\*\*

6

4

2

1

Recognition plaque



PROVIDES  
**8 KIDS**  
ACCESS TO YOUTH SPORTS AT THE Y

Mentions on YMCA social media (Swim Team and Gymnastics Sponsors see below)\*\*

3

2

1

Booth or promotional space at games (Swim Team and Gymnastics Sponsors see below)\*\*



Banner displayed in the facility for 1 year



PROVIDES  
**16 KIDS**  
ACCESS TO YOUTH SPORTS AT THE Y

Display on in-branch YTVs (60+ days)



PROVIDES  
**83 KIDS**  
ACCESS TO YOUTH SPORTS AT THE Y

PROVIDES  
**33 KIDS**  
ACCESS TO YOUTH SPORTS AT THE Y

### \* Branded Jersey Distribution

Your sponsored jerseys will be distributed within the chosen sport and season. Any remaining jerseys will roll over to the next season to fulfill your sponsorship.

### \*\* Alternative Benefit for Swim Team & Gymnastics:

Since traditional Youth Sports benefits may not apply, Swim Team and Gymnastics sponsors will receive customized recognition opportunities, such as banner placement, event/program signage, digital promotions, and branded giveaways. Let's discuss how we can tailor the benefits to best showcase your support!

## 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](mailto:yinformation@gastonymca.org)



# WHY PARTNER WITH THE GASTON COUNTY FAMILY YMCA?

By sponsoring Youth Sports and 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.
- ✓ **DIRECT ACCESS TO FAMILIES:**  
17,126 family membership units receive our newsletters and app notifications.
- ✓ **EVENT & GAME DAY VISIBILITY:**  
Nearly 400 kids play sports each weekend, bringing thousands of spectators—your potential customers!
- ✓ **TARGETED DIGITAL EXPOSURE:**  
Youth sports marketing emails reach 7K+ past and current participants.  
Website visits for Youth Basketball, Soccer, and Flag Football alone exceed 15,000 visits annually.



**Sponsoring with the Gaston County Family YMCA isn't just about strengthening your brand—it's a meaningful investment in the well-being of our community.**

# 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](http://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!**



# BREAKING DOWN THE IMPACT

THE COST OF CHANGING LIVES THROUGH YMCA PROGRAMS

**\$60**



allows a child to participate in Youth Sports, building confidence and teamwork.

(50 kids served in 2024)

**\$70**

teaches one child lifesaving swim skills through Safety Around Water.

(368 kids served in 2024)



**\$300**

provides a month of afterschool care for one child.

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



**\$1,500**

sends a child to Summer Camp for 8 weeks.

(116 campers, 27 in foster care 2024)



**\$750**

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

(180 meals served)

