

EVENT DATE

APRIL 20, 2024

A group of runners is shown in a race, running on a paved road. In the foreground, a man in a bright green tank top with 'GASTON COUNTY GCB RUNNERS' and a race bib number '174' is running. To his right, another man in a similar green tank top with bib number '129' is running. Other runners are visible in the background, some wearing black and blue clothing. The scene is outdoors with trees and a building in the background.

PARTNERING FOR A BETTER GASTON

CHERRY BLOSSOM 5K AND BUBBLE RUN YMCA ANNUAL GIVING CAMPAIGN

When you sponsor the Cherry Blossom race, you partner with us to make our community stronger.

Every sponsorship investment helps to ensure all Cherryville 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 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

THE YS AMAZING REACH:

More than 17,000 recipients via Y emails

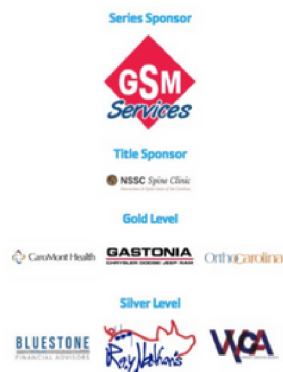
7,000+ social media followers

Paid promotions with outlets with radio, social, and eBlasts

EXAMPLE OF YARD SIGN



EXAMPLE OF WEBSITE



EXAMPLE OF RACE SHIRT



EXAMPLE OF TITLE SPONSOR BANNER



WHY THE Y?

Cherry Blossom 5K and Bubble Run

The Cherryville 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. Cherry Blossom 5K sponsorships support Y programs and services in the Cherryville community including summer day camp and afterschool.

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.

Every step in the YMCA 5K is a heartbeat for positive change. Make your footprint count – not just for the miles on the track, but for the impact you leave on lives and communities. Together, let's run with purpose and make every stride count for a healthier, happier world.



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	KIDS RACE SPONSOR (1) \$1600	SILVER LEVEL \$1000	BRONZE LEVEL \$600
Recognition in race communications	✓	✓	✓	✓
Included in race registration website	✓	✓	✓	✓
Finish Line Arch Banner	✓			
Verbal Communications at event	✓	✓		
Complimentary race entries	6	4	2	
Sign on race course	✓	✓	✓	
Social Media Mentions	✓	✓	✓	✓
Race Shirt	Logo	Logo	Logo	Name
Website Recognition	Logo	Logo	Logo	Name
Booth at Event	✓	✓	✓	✓
Recognition on Y Donor Boards	✓	✓	✓	✓

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 Josey Messer at jmesser@gastonymca.org today.

“The Cherry Blossom race supports programs right here in Cherryville! We appreciate our amazing sponsors and hope to add you to our support system.”

Butch Boyd | Beloved Cherryville YMCA Friend

