



PARTNERING FOR A PURPOSE

**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.

**STOWE FALL FESTIVAL – OCTOBER 27
YMCA ANNUAL GIVING CAMPAIGN**

**ONE GASTON.
ONE GOAL.**

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?

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 2023, 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 \$2500	COMMUNITY CHAMPION \$1600	COMMUNITY BUILDER \$250
Logo on all marketing print & digital materials	✓		
Digital promotion at the Y	✓		
Entrance Signage at Event	✓	✓	
Promotional Trunk/Booth at Event	✓	✓	✓
Signage at prominent event station (Example: Hayride, Bounce House)	✓	✓	
Social Media Mention	✓	✓	✓
Website Recognition	LOGO + LINK	LOGO + LINK	NAME
Recognition on Stowe Donor Boards	✓	✓	✓

For more information or to give, 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

