



# SPONSORSHIP

## LARGEST COMMUNITY IMPACT WITH INCREDIBLE RETURNS

Annual sponsorship of the YMCA is a great way to support our local community. But it does not stop there! The benefit to your business in advertising and branding far exceeds the cost of sponsorship. Your business will be recognized as a community supporter by the Y's 1,000+ unique visitors who check in to our building more than 10,000 times per year, our 3,500 + e-blast recipients, and the thousands more we reach through advertising. You can choose the convenience of quarterly billing or one annual payment.

Recognition of your sponsorship starts on the latter of January 1 or when you have returned your sponsorship form and first payment. Sponsorship ends on December 31, 2024. We have tried to define all the ways we will recognize you throughout the year, but we will not limit ourselves to only these opportunities. Should we find new ways to say "thank you" or add new events, we will recognize you again.

## PLATINUM

With a Platinum Sponsorship you will get premium recognition in the following ways:

- Banner in gymnasium at the Y for 2024 and on the Sponsor Banner in the lobby
- Recognition at our Party with a Purpose premier event
- Recognition on our Website
- Quarterly recognition on Y Facebook & Instagram
- Recognition in all E-Blasts
- Advertisement on our Welcome Center & Wellness Center TV's
- 30 1-Day Guests Passes for your staff
- Joiner fee waived for your employees

**PLATINUM SPONSORSHIP INVESTMENT:      \$3,000**

## Platinum Sponsor Details:

1. Banner in gymnasium at the Y for 2024: On January 1, 2024, or within 30 days of receiving your signed sponsorship and first payment we will hang a YMCA banner in the Gymnasium.
2. Top level recognition on Banner in our Welcome Center: We will recognize your business as an Annual Platinum Sponsor on our Annual Sponsor Banner in the Welcome Center area at the Y.
3. Recognition on our Website: We will include your logo on our home page and have a special page dedicated to thanking our Annual Sponsors.
4. Quarterly recognition on the Y Facebook & Instagram: We will make a "Thank You" posting quarterly.
5. Regular Recognition on our E-Blasts: At least 12 times a year we will send out an email blast to our distribution list that will include recognition of your business as an Annual Platinum Sponsor.
6. One slide in our Welcome Center & Wellness Center TV's: We will include a slide recognizing your business in our continuous slide presentation displayed on our Welcome Center & Wellness Center TV's.
7. 30 1-Day Guest Passes for your staff to enjoy.
8. Joiner fee waived for your employees: Your Annual Platinum Sponsor will come with the privileges of a corporate partnership which includes "no start-up fee" for any of your currently employed staff who want to join the Y.

# GOLD

- Banner in gymnasium at the Y for 2024 and on the Sponsor Banner in the lobby
- Recognition at our Party with a Purpose premier event
- Recognition on our Website
- Quarterly recognition on Y Facebook & Instagram
- Recognition in all E-Blasts
- 20 1-Day Guests Passes for your Staff
- Joiner fees for your employees waived

## **GOLD SPONSORSHIP INVESTMENT:                      \$2,000**

### Gold Sponsor Details:

1. Banner in gymnasium at the Y for 2024: On January 1, 2024, or within 30 days of receiving your signed sponsorship and first payment we will hang a YMCA banner in the Gymnasium.
2. Recognition on our Website: We will include your logo on our home page and have a special page dedicated to thanking our Annual Sponsors.
3. Quarterly recognition on the Y Facebook & Instagram: We will make a "Thank You" posting quarterly.
4. Regular Recognition on our E-Blasts: At least 12 times a year we will send out an email blast to our distribution list that will include recognition of your business as an Annual Gold Sponsor.



## The Details:

1. Banner in gymnasium at the Y for 2024: On January 1, 2024, or within 30 days of receiving your signed sponsorship and first payment we will hang a YMCA banner in the Gymnasium
2. Recognition on our Website: We will include your logo on our home page and have a special page dedicated to thanking our Annual Sponsors.
3. Quarterly recognition on the Y Facebook & Instagram: We will make a "Thank You" posting quarterly.
4. Regular Recognition on our E-Blasts: At least 12 times a year we will send out an email blast to our distribution list that will include recognition of your business as a Silver Sponsor.
5. Join fees for your employees waived: Your Annual Gold Sponsor will come with the privileges of a corporate partnership which includes "no start-up fee" for any of your currently employed staff who want to join the Y.



# GREATER HOLYOKE YMCA ANNUAL SPONSORSHIP

Business Name: \_\_\_\_\_

Address: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email: \_\_\_\_\_

## Sponsorship Choice

\$3,000 Platinum     \$2,000 Gold     \$1,000 Silver     \$750 Bronze

Please invoice me in full     Please invoice me quarterly     Sponsorship Enclosed

My signature verifies that the YMCA can recognize our Business as an Annual Sponsor of the Greater Holyoke YMCA for 2024.

Signature & Date: \_\_\_\_\_

Greater Holyoke YMCA  
171 Pine Street  
Holyoke, MA 01040  
413.534.5631