

Find Your Impact

# INVEST IN YOUR COMMUNITY



the



Learn how you can join us in investing in  
our community through sponsorship  
opportunities and charitable giving.



GREATER HOLYOKE YMCA | [HOLYOKEYMCA.ORG](http://HOLYOKEYMCA.ORG)

Birthplace of Volleyball 



# Invest in Your COMMUNITY

Your partnership will  
make a difference.

For more than 138 years, the Greater Holyoke YMCA has been the only non-profit in the greater Holyoke area providing essential programs and services to individuals from 15 months old to senior citizens. The Y's mission is to strengthen our community through the pillars of youth development, healthy living, and social responsibility.

## WHAT DOES IT MEAN TO BE A PARTNER?

By supporting the YMCA, you will benefit from an association with a recognized and respected organization with a global brand presence while ensuring your contribution directly impacts your employees, neighbors and friends within the greater Holyoke community. With a wide range of programming and offerings, everyone can find something they love at the YMCA.

Your support will not go unnoticed. The Greater Holyoke YMCA is proud to report that approximately 40% of members receive some form of financial assistance, and we never turn anyone away. The Greater Holyoke YMCA marketing team will promote your investment in accordance with your sponsorship level and agreement.

# With Your SUPPORT

Supporting the Greater Holyoke YMCA as a partner presents a unique opportunity to make a lasting investment in our community. Your support will generate impact-driven programs, lasting friendships and memories, and help promote positive youth development, healthy lifestyles, and social responsibility.

Your partnership with our YMCA is more than a philanthropic gesture, it's a strategic investment that will pay dividends for years to come and pave the way for a brighter future for all. As a product of the Greater Holyoke YMCA, I can attest first-hand that any and all support can provide a life changing impact for countless people in Western Massachusetts.

There are many ways that you can partner with the YMCA to make a positive impact. We invite you to explore the opportunities identified in this packet, see the deliverables tied to our sponsorship packages or contact us to explore a program sponsorship or volunteerism opportunity catered to your interests and passions.

I look forward to working together to strengthen our community.

Sincerely,

Conor Bevan  
Chief Executive Officer



**\$58,244**

awarded in direct  
financial assistance

**3,223**

total members

**45**

teens gained their first job  
experience

**1,322**

non-members  
became safe &  
confident around  
water through our  
swim lessons

**11,710**

meals were  
provided to  
children

**410**

children made friends in  
our childcare programs



# Program Sponsorship OPPORTUNITIES

## Healthy Food & Nutrition Program

Helping provide more than 15,000 healthy snacks to youth, more than 2,000 dinners to teens, and daily fruit to our members is a critical need. This program also teaches youth to make smoothies, help teens become ServSafe certified, offers monthly nutrition education, and culminates with a family friendly cooking competition known as “Let’s Chop It Up”. \$15,000

## Summer Program

Serving more than 175 kids per day at Greater Holyoke YMCA and South Hadley Satellite Summer Program, our youth programs offer numerous benefits. Children explore nature, combat summer learning loss, swim, participate in weekly field trips, and make new friends. \$5,000

## Afterschool Program

Serving more than 250 kids per day at Greater Holyoke YMCA and three South Hadley satellite locations, our program provides age-appropriate activities that strengthen the family and develop the whole child socially, physically, and academically. Our programming includes literacy and homework help, thematic curriculum, arts and crafts, physical activities and outside play. \$20,000

## Y-Kids Toddler & Preschool Learning Center

Serving more than 45 kids per day year-round through three toddler and preschool classrooms, the Y-Kids Learning Center offers a quality educational program that follows a play-based philosophy of learning through the Three Cheers Curriculum. \$20,000

## Holyoke Urban Bike School (HUBS)

HUBS is a program that uses bicycle mechanics and riding as a vehicle for youth development. Our programs are structured to instill confidence, leadership skills, and collaborative abilities in our students. We aim to make cycling, from silly to serious, a viable option for members of the greater Holyoke community. \$15,000

## Family Engagement Programs

Family enrichment activities such as pumpkin carving, gingerbread house making, Valentines Day dance, game night, back to school cuts and conversations. \$5,000



## Virtual Golf Program

Provides teens with the opportunity to be exposed to the game of golf, develop fundamental hitting skills, compete against one another virtually, and have the chance to play on local courses. \$5,000

## Baseball/Softball Batting Cage Program

Provides youth and teens the opportunity to be exposed to baseball and softball, develop fundamental hitting skills through practicing in a batting cage, and receive basic instruction in the gymnasium. \$5,000

## Leaders Club

Leaders Club is a year-long leadership-development program for middle and high school teens. This program provides teens with extensive leadership training, volunteer opportunities and the chance to attend the YMCA Northeast Leaders School at Springfield College. \$5,000

## Teen Career Exploration Program and Financial Literacy Annual Event

Teens will complete a career interest assessment, participate in weekly career exploration virtual reality simulations, and engage with guest speakers from local professionals. At the end of the school year, the Greater Holyoke YMCA will host a community wide financial literacy event. \$5,000

## Podcast Program

Offers an engaging opportunity for teens to explore the world of audio broadcasting where they learn technical skills, strengthen reading, writing, and comprehension skills, experience a creative learning atmosphere with media, increase engagement with the community and much more. \$2,500

## Sports & Recreational Clinics

Offers monthly sports and recreation clinics in basketball, volleyball, and pickleball. \$2,500



# Program Sponsorship OPPORTUNITIES

## Group Fitness & Chronic Disease

### Prevention Programs

Group Fitness Classes (yoga, Y-cycle, total fitness, etc.) Diabetes Prevention Workshops, Self-Monitored Blood Pressure Program and Arthritis Program. \$5,000

### Staff Recognition Program

Monthly staff recognition program to ensure we celebrate our team who goes above and beyond. \$2,500

### FIRST® LEGO®

### League Program

FIRST® LEGO® League guides youth through STEM learning and exploration at an early age. From Discover, to Explore, and then to Challenge, students will understand the basics of STEM and apply their skills in an exciting competition while building habits of learning, confidence, and teamwork. \$2,500

### Kids Night Out

Once a month a night of fun for everyone. Kids will have fun with friends playing games and more. \$2,500

### Membership Appreciation

Quarterly member appreciation event to show our members how much we love them. \$1,500

### Banners

Show the community that you are a supporter of the Y with a banner displayed in our gymnasium. \$1,000





# SPECIAL EVENTS

## Premier Event

Join us for laughing with a purpose with some great local comedians! Enjoy dinner, enter our raffle or bid on our very fun Live auction all to support our YMCA.

Presenting Sponsor \$5,000      Entertainment Sponsor \$2,500  
Food/Beverage Sponsor \$2,500 Table Sponsor - \$750  
Program Book Ads \$500/\$250/\$150      Individual Ticket: \$50

## VOLLEYBALL CORPORATE CLASSIC

As the “Birthplace of Volleyball”, the Greater Holyoke YMCA’s bracket-style volleyball tournament to celebrate the invention of the global sport that was created at the Y.

Presenting Sponsor \$15,000      Apparel \$5,000  
Food/Beverage \$2,500  
Individual Team - \$1,885 – the year the sport was invented!

## SneakER Peek

Join us at the Y for an evening of supporting, honoring, and strengthening our community as we recognize our Oldershaw Community Service Recipient and our Distinguished Service Awardees. Come dressed as you are for a SneakER peek of the Y as we kick off our Annual Campaign (sneakers welcome).  
\$5,000

## Healthy Kids Day

Healthy Kids Day® is a special event for families, hosted by our branches with the goal of encouraging kids to stay active all summer long. One in three children in the U.S. is obese, and when summertime hits, kids are often more idle. Research shows that without access to out-of-school physical and learning activities kids fall behind academically and gain weight twice as fast.  
\$1,000

## SWIM-A-THON

Support our dedicated swim team through an exciting and challenging day-long swim-a-thon event. Swimmers will push their limits, completing lap after lap to raise funds for essential team equipment, travel expenses, and training resources. \$2,500



# VOLUNTEER OPPORTUNITIES

Fitness Center | Front Desk

Youth & Teen Mentor

Workforce Readiness

Literacy | Math | Chess Club

Healthy Foods

Nutrition Education

Family Engagement Events

Special Fundraising Events

Facility Based Projects







# Special Event Sponsors

## LEVELS AND BENEFITS

Laughing for Purpose	Gym Banner	Swim Banner	Website	Event Recognition
Presenting Sponsor	✓	✓	✓	✓
Entertainment Sponsor	✓	✓	✓	✓
Food/Beverage Sponsor	✓	✓	✓	✓
Table Sponsor				✓
Program Book				✓
Volleyball Corporate Classic	Gym Banner	Swim Banner	Website	Event Recognition
Presenting Sponsor	✓	✓	✓	✓
Apparel	✓	✓	✓	✓
Food/Beverage Sponsor	✓	✓	✓	✓

Sponsor must provide a logo in formats for web (PNG, JPEG, TIFF) and print (EPS, .AI, PDF).

# How to GET INVOLVED

## Partnership Application

Business Name:			
Contact Person:			
Address:			
Phone:		Email:	

## Sponsorship

We would love to sponsor (choose from list on page 3/4):

\_\_\_\_\_

## Special Event

We would love to sponsor (please check)

Premier Event \_\_\_\_\_ SneakER Peek \_\_\_\_\_ Healthy Kids Day \_\_\_\_\_ Volleyball Corporate Classic \_\_\_\_\_

Swim-A-Thon \_\_\_\_\_

## Volunteer Opportunities

We would love more information on volunteering for (please check all that apply):

Fitness Center \_\_\_\_\_ Front Desk \_\_\_\_\_ Youth/Teen Mentor \_\_\_\_\_ Literacy/Math/Chess Club \_\_\_\_\_

Healthy Food/Nutrition \_\_\_\_\_ Family Engagement Events \_\_\_\_\_ Workforce Readiness \_\_\_\_\_

Special Events \_\_\_\_\_ Facility Based Projects \_\_\_\_\_

## Have Questions

Please reach out to Julie Roughgarden at [jchartier@holyokeymca.org](mailto:jchartier@holyokeymca.org) or 413-534-5631.

# Make Your Investment Go Further

## PILLAR OPPORTUNITIES

Individuals and organizations seeking to have a greater impact in our community are encouraged to partner with us to develop a customizable Pillar Sponsorship Package. This package allows you to have a real and lasting impact on a key focus area centered around the organizational pillars highlighted below.

### YOUTH DEVELOPMENT

Empowering youth to reach their full potential.

With a breadth of offerings across numerous areas, the Greater Holyoke YMCA is uniquely positioned to support families and foster youth development from infancy to adulthood with holistic programming that enhances, protects and nurtures the potential of every child and teen.

### HEALTHY LIVING

Improving individual and community wellbeing.

With a commitment to supporting mind, body and spirit, the YMCA has a long history of supporting Whole Health and meets individuals where they are in their health journey. With a focus on wellness offerings, a strong element of community and increasing offerings in the areas of chronic disease and health management, the YMCA strives to tackle inequities, support individuals through diagnosis and recovery and be a lifelong partner in health.

### SOCIAL RESPONSIBILITY

Inspiring action in our community.

The Greater Holyoke YMCA is committed to being an inclusive organization and leveraging our impact to address social and societal inequities. Work is underway to ensure that the organization accurately reflects the community it serves and to establish partnerships with community leaders committed to strengthening the Chester County community.





FOR YOUTH DEVELOPMENT®  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

GREATER HOLYOKE YMCA  
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