



FOR YOUTH DEVELOPMENT®  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

# ON YOUR MARK, GET SET, DO SOME GOOD!

Santa Run/Walk 2017  
SPONSOR OPPORTUNITIES



## YMCA OF GREATER FLINT...

- Has been a part of the Flint community since 1915.
- Serves the community through three sites: Downtown Branch, Pierson Road Branch and Camp Copneconic
- Reaches over 25,000 children and youth through our camp and Safe Places program and serves over 8,000 members
- Raised over \$487,000 last year during its Partner with Youth campaign to provide scholarships to the community
- 27% of our membership receives a scholarship at the Y
- We know that lasting personal and social change comes about when we all work together. That's why, at our Y, **strengthening community is our cause.** Every day, we work side-by-side with our neighbors to make sure that everyone, regardless of age, income or background, has the opportunity to learn, grow and thrive.

## YMCA FAMILY SANTA RUN/WALK

The YMCA Family Santa Run/Walk is an untimed 5k and 1 mile event for the entire community. In the spirit of the season, each participant receives a 5 piece Santa suit to wear during either of the two events. Over its six year history, the event has increased over 100%, drawing close to 2,000 participants last year alone. The event is a fundraising event for our Partner with Youth Campaign. This campaign allows the Y for fulfill its mission and last year provided scholarships for over 8,000 participants in our community.

### YMCA Family Santa Run/Walk Objectives

**Provide the entire community, regardless of their fitness abilities or physical restrictions, with a safe and unique event that promotes health living, the Flint Community and the YMCA.** Additionally, The YMCA Family Santa Run/Walk also strives:

- To increase awareness and promote the mission of the Y and the Partner with Youth Campaign within the community.
- To raise \$55,000 for the Partner with Youth Campaign.

**JOIN US IN PROVIDING MEANINGFUL, HEALTHY EXPERIENCES FOR THE WHOLE FAMILY!**



# SPONSOR BENEFITS

	\$5,000 Event Sponsor	\$4,000 Santa's Workshop Sponsor	\$3,000 Elf Sponsor	\$2,000 Reindeer Sponsor	\$1,000 Snowflake Sponsor	\$500 Milk and Cookie Sponsor	
TV Commercial Recognition	S O L D O U T						
T-shirt Recognition		❄️					
Entry Form Recognition		❄️					
Company name on race medal				❄️			
Booth Space with opportunity to distribute products, literature, flyers or coupons		❄️	❄️	❄️			
Recognition during race day announcements		❄️	❄️	❄️	❄️	❄️	
Complimentary Entries to Race		10	8	6	6	4	2
Complimentary Shirt		5	4	3	3	2	1
Banner displayed at Race (provided by sponsor)		❄️	❄️	❄️	❄️	❄️	❄️
Local and Regional Name recognition in press releases		❄️	❄️	❄️	❄️	❄️	❄️
Logo presence on race website	❄️	❄️	❄️	❄️	❄️	❄️	
Acknowledgement in Annual Report and donor events	❄️	❄️	❄️	❄️	❄️	❄️	

