



TRI-CITIES FAMILY YMCA 2025 SPONSORSHIP OPPORTUNITIES





FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

TOGETHER WE ARE CREATING A BETTER US.

Each year the Tri-Cities Family YMCA hosts multiple events committed to our mission of Youth Development, Healthy Living and Social Responsibility. These events would not be possible without the generous support of community sponsors.

2025 SPONSORSHIP OPPORTUNITIES

EVENT	DATE
2025 Annual Campaign	All Year (2025)
Youth Basketball League (YBL)	January - March
Indoor Triathlon	February & November
Healthy Kids Day	April
Kick-Off to Summer Run	May 24, 2025
Longevity Luncheon	June
Teen Night Out	September - April
Coast Guard City USA Run	July 26, 2025
Community Impact Celebration	October

Questions? Contact Marketing & Fund Development Mgr., Kelly Ruffing at kelly.ruffing@tcfymca.org.



TRI-CITIES FAMILY YMCA 2025 ANNUAL CAMPAIGN

TOGETHER WE CAN
REACH OUR GOAL
\$125,000

Grow your business.
Strengthen our community.

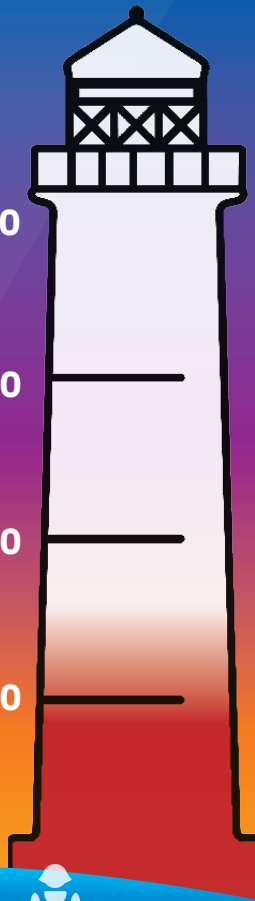


\$125,000

\$90,000

\$60,000

\$30,000



Our YMCA serves 10,000+ people annually. Show everyone who comes to the Y your business supports health and wellness.

Your sponsorship will provide access to the best camps, preschool, childcare, sports and wellness programs available. The Tri-Cities Family YMCA provides over \$500,000 in financial assistance to kids and adults annually.

\$250 Will support a child being safe, engaged and connected to positive role models at Summer Day Camp.

\$500 Will support monthly memberships for 10 seniors, giving them the ability to stay active and prevent chronic disease and isolation.

\$1,500 Will support one child's year of high-quality preschool leading to a future of academic and social success.

12-month marketing opportunities	DIAMOND \$2,500	GOLD \$1,500	SILVER \$500	SUPPORTING \$250
Logo on the back of 2025 Summer Day Camp shirts	✓			
Individual banner with logo displayed at the Y	✓			
Recognition on website	✓	✓		
Recognition on sponsor board displayed in front lobby	✓	✓		
Recognition in spring and fall appeal mailing	✓	✓	✓	
Recognition in quarterly Program Guides	✓	✓	✓	
Recognition on social media - Facebook & Instagram	✓	✓	✓	✓
Recognition on monitor slides throughout building	✓	✓	✓	✓



SPONSOR THE Y MAKE AN IMPACT.

YOUTH BASKETBALL LEAGUE (YBL)

Youth sports can provide one of the best opportunities for kids to learn teamwork. YBL also teaches soft skills such as responsibility, determination, acceptance and confidence. When local businesses step up to sponsor teams, they provide the financial assistance needed to ensure all kids can participate in the league.

Over 400 kids
in the Tri-Cities
participate.



INDOOR TRIATHLON

Swim, bike, run at the Y. These fun events highlight your business throughout the Y and show the community you promote fun sporting events for all ages.



LEAGUE SPONSOR \$1,500

- Company logo on shirt sleeve for all teams in sponsored division
- Sponsorship plaque with custom photo
- Company logo on banner
- Sponsorship of 4 scholarship participants

GOLD \$1,000

- Company logo on back of YBL shirts for up to 3 teams
- Sponsorship plaque with custom photo
- Sponsorship of 3 scholarship participants
- Company logo on banner

SILVER \$500

- Company logo on back of YBL shirts for up to 2 teams
- Sponsorship plaque with team photo
- Sponsorship of 1 scholarship participant

BRONZE \$250

- Company logo on back of YBL shirts for 1 team
- Sponsorship plaque with team photo

ULTRA \$500

- Name included in race title and all press releases
- Logo on race shirts and bibs
- Company banner displayed
- Company table at event
- Recognition on sponsor board
- Recognition on website & social media

OLYMPIC \$250

- Logo on race shirts
- Company banner displayed
- Company table at event
- Recognition on sponsor board
- Recognition on website & social media

SPRINT \$100

- Recognition on sponsor board
- Recognition on website & social media

HEALTHY KIDS DAY – APRIL 26, 2025

Healthy Kids Day® is the Y's national initiative to improve the health and well-being of kids and families. For over 30 years, YMCAs and their communities hosted free community events aimed to inspire kids and families to keep their minds and bodies active throughout the summer months and beyond.

PRESENTING SPONSOR \$1,500

- Company banner displayed
- Company table at event
- Recognition on sponsor board
- Recognition on website & social media

ACTIVITY SPONSOR \$500

- Recognition on sponsor board
- Recognition on website & social media



RAMI KICK-OFF TO SUMMER RUN SATURDAY, MAY 24, 2025

Help us kick-off the summer season with this great community event! Your sponsorship ensures the YMCA's camps, childcare, food programs, health and wellness services, swim lessons and sports programs are available to all children, families and adults in the Tri-Cities.



	PRESENTED COMMITTED \$7,500	DIAMOND \$2,000	GOLD \$1,500	SILVER \$500	SUPPORTER \$250
Name included in race title	✓				
Name included in all press releases	✓				
Right of first refusal for following year	✓	✓			
Logo on volunteer shirt	✓	✓			
Company banner displayed	✓	✓	✓		
Complimentary race entries	8 Entries	6 Entries	4 Entries	1 Entry	
Logo on promotional posters	✓	✓	✓	✓	
Logo on finishing banner	✓	✓	✓	✓	
Logo on race shirt	✓	✓	✓	✓	✓
Recognition on website	✓	✓	✓	✓	✓
Recognition on social media	✓	✓	✓	✓	✓
Provide promotional items for participant bags	✓	✓	✓	✓	✓
Recognition on sponsor board	✓	✓	✓	✓	✓

LONGEVITY LUNCHEON – JUNE, 2025

Our Longevity Luncheon celebrates our history and longstanding members. Sponsor this luncheon and show the community you care about senior outreach and the sustainability of the Y as a community hub.



LEGACY \$1,000

- Company banner displayed
- Company table at event
- Recognition on sponsor board
- Recognition on website & social media

TORCH \$500

- Recognition on sponsor board
- Recognition on website & social media

ANNUAL COMMUNITY IMPACT CELEBRATION OCTOBER, 2025

Your support celebrates the impact of the YMCA in the community. This event is attended by major donors and community leaders.

PRESENTING \$3,000

- Company banner displayed
- Company table at event
- Provide promotional items for event
- Recognition on website & social media

SUPPORTING \$1,000

- Provide promotional items for event
- Recognition on website & social media



TEEN NIGHTS OUT

Your support is helping provide teens 6th–8th grade with the opportunity to socialize with peers in a safe environment while participating in fun healthy out of school activities such as swimming, basketball, yard games and more.

DIAMOND \$500

- Company banner displayed
- Company table at event
- Provide promotional items for event
- Recognition on website & social media

SUPPORTING \$250

- Provide promotional items for event
- Recognition on website & social media



TRINITY HEALTH GRAND HAVEN COAST GUARD CITY USA RUN

In 2024, sponsors were seen by over 2200 runners, fans and community members. Our races generate vital financial support for the work we do to strengthen the community and ensure all children, families and adults in the Tri-Cities have access to all we have to offer.



	PRESENTED COMMITTED \$15,000	DIAMOND COMMITTED \$5,000	GOLD \$2,500	SILVER \$1,500	BRONZE \$500	SUPPORTER \$250
Name included in race title	✓					
Name included in all press releases	✓					
Exclusive rights to your specific sponsorship	✓					
Right of first refusal for following year	✓	✓				
Logo on volunteer shirt	✓	✓				
Company banner displayed	✓	✓	✓	✓		
Complimentary race entries	8 Entries	6 Entries	4 Entries	2 Entries	1 Entry	
Logo on promotional posters	✓	✓	✓	✓	✓	
Logo on finishing banner	✓	✓	✓	✓	✓	
Logo on race shirt	✓	✓	✓	✓	✓	✓
Recognition on website	✓	✓	✓	✓	✓	✓
Recognition on social media	✓	✓	✓	✓	✓	✓
Provide promotional items for participant bags	✓	✓	✓	✓	✓	✓
Recognition on sponsor board	✓	✓	✓	✓	✓	✓

* **DIAMOND** Sponsorship includes exclusive rights to the 5k & 10k Coastie Challenge.

SPONSOR TODAY!

You hold the potential to make an impact and strengthen the community. Sponsorships benefit the Y's Annual Campaign, supporting financial aid and other mission based programs that keep the Y open to all. These sponsorships enable the Y to enrich people's lives by providing experiences that cultivate our core values of caring, honesty, respect and responsibility. Sponsorships also offer the opportunity to align your organization with one of the most readily recognized brands in the world while supporting one of our region's oldest and most respected non-profits.



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