



**SPONSORSHIP  
OPPORTUNITIES  
WEST SUBURBAN YMCA**

**2023**

**» CHANGING LIVES  
TOGETHER**





# FIND JOY IN SPONSORING. FIND YOUR Y.

Safe spaces for kids to learn and grow. Strength and healing for cancer survivors. Outreach to seniors who are feeling isolated. These are just a few of the many reasons to sponsor the West Suburban YMCA.

Thanks to the generosity of our community, in 2022:

We distributed over **\$500,000** in **FINANCIAL AID** for programs & membership, so the Y can stay open and accessible to all.

» **8 cancer survivors** grew strength in mind, body & spirit in our free-of-charge **LIVESTRONG** at the YMCA program, relaunched in fall 2022.

» We kept our learning community accessible: **1/2** of our **preschool and Out-Of-School Time students** received financial aid.

» We opened a second Y in Newton, at **135 Wells Avenue**, a historical milestone that will make the Y even more accessible to all as we grow and add new services.

## OUR PURPOSE

The West Suburban YMCA strengthens the foundations of our community through healthy living, youth development, and social responsibility for all, impacting the lives of thousands of children, teens, families, and adults of all ages every year.

# SIGNATURE EVENTS

The West Suburban YMCA's two signature events – our spring Golf Tournament and Fall Gala – unite the community around our common cause, all while having fun.

## Golf Tournament: Monday, May 22 | Charles River Country Club

Join us at the beautiful Charles River golf course. Our day includes boxed lunch, raffles, games, a barbecue dinner, and more!

## Gala: Saturday, October 28 | Wells Ave Y\*

Our annual party is sure to be one for the record books at our brand new facility, where guests will gather for an evening of cocktails, dinner, entertainment, and goodwill.

*\*Subject to change. Location and date will be finalized by summer 2023.*

A photograph of two young girls hugging outdoors. The girl on the left has dark hair and is wearing a yellow shirt. The girl on the right has blonde hair and is wearing a purple shirt. They are both smiling and laughing. The background is a blurred outdoor setting with trees and a green tablecloth. A teal graphic element is on the right side of the image.

## AS AN EVENT OR YEAR-ROUND SPONSOR:

You hold the potential to transform lives and strengthen our community.

WSYMCA sponsorships enable us to enrich people's lives by providing experiences that cultivate our core values of caring, honesty, respect, and responsibility.

Sponsorships 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.

Sign up today. Visit [wsymca.org/sponsorships-events](https://wsymca.org/sponsorships-events) for registration.





# FIND YOUR SPONSORSHIP. FIND YOUR Y.

All signature event sponsorships benefit the Y's Annual Fund, supporting financial aid and other mission based programs that keep the Y open to all.

Signature event sponsorships also include:

Online, print, and in-person recognition  
Event participation

1 year membership in the Champion's Club  
(see last page)

## PREMIER SPONSOR \$50,000

### Perks

- Your choice of 5 groups of guests across our two signature events (eg. 3 foursomes and 2 gala tables, 4 foursomes and 1 gala table)
- 10 tickets to our brand new Summer Social

### Promotion

- Full page ad in both signature event programs
- Two golf tournament tee signs
- Two recognition signs at high-traffic areas of the gala
- Logo on both signature event invitations and websites
- Year-round recognition as lead sponsor on the WSYMCA website
- Champion's Club membership and ½ bay banner at Wells Ave Y
- Featured article in our bimonthly donor newsletter (distributed to 2000+ donors) & Y blog
- Sign to hang in your place of business, sharing your support of the Y
- Recognition at all community events

**QUICK FACT:** Group of guests at a signature event is a golf foursome or 1 gala table of 10 guests

**SIGN UP TODAY:** Visit [wsymca.org/sponsorships-events](https://wsymca.org/sponsorships-events)

## EVENT SPONSORSHIP LEVELS - QUICK REFERENCE

	Premier \$50,000	Presenting \$25,000	Platinum \$10,000	Gold \$5,000	Silver \$2,500	Bronze \$1,600
<b>PROMOTION</b>						
Recognition Banner	2	1	1	1	1	1
Signature event program ads	2 Full	1 Full	1 Full	1 Full	1 Half	1 Quarter
1 Year membership in the Champion's Club	x	x	x	x	x	x
Social media recognition	x	x	x	x	x	x
Logo on event website	x	x	x	x	x	x
Company name on event invitations	Both	1	1	1	1	1
Featured article in donor newsletter	x	x	x	x		
Signage at signature events	4	2	2	1		
Recognition at community events	All	1				
Year-round recognition on Y website	x	x				
Logo on event invitations	Both					
<b>PERKS</b>						
Signature event participation	2	1	1	1	1	Gala only
Signature event guests	5 Groups across both events	3 Groups at one event	2 Groups at one event	1 Group at one event	1 Golf four-some or 6 gala tickets	4 Gala tickets
Summer Social tickets	10 Tickets	With Double Up! option	With Double Up! option	With Double Up! option	With Double Up! option	
Sign to hang in your place of business	x	x				

## PRESENTING SPONSOR \$25,000

Choose 1 signature event and receive:

### Perks

- 3 groups of guests at your chosen signature event

### Promotion

- Full page ad in event programs
- Two recognition signs (tee signs or signs at gala)
- Lead name on event invitation and event website
- Year-round recognition as lead sponsor on the WSYMCA website
- Champion's Club membership (see last page)
- Featured article in our bimonthly donor newsletter (distributed to 2000+ donors) & Y blog
- Sign to hang in your place of business, sharing your support of the Y
- Recognition at one community event

**DOUBLE UP!** Sponsor both signature events & receive tickets to our brand new Summer Social

# PLATINUM SPONSOR \$10,000

Choose 1 signature event and receive:

## Perks

- 2 groups of guests at your chosen signature event

## Promotion

- Full page ad in event program
- Two recognition signs (tee signs or signs at gala)
- Champion's Club membership (see last page)
- Featured article in our bimonthly donor newsletter (distributed to 2000+ donors) & Y blog
- Name on event invitation (date allowing) and event website

**DOUBLE UP!** Sponsor both signature events & receive tickets to our brand new Summer Social



## GOLD SPONSOR \$5,000

Choose 1 signature event and receive:

## Perks

- 1 group of guests

## Promotion

- Full page ad in event program
- One recognition sign (tee sign or sign at gala)
- Champion's Club membership
- Name on event invitation (date allowing) and event website
- Featured article in our "Why We Give" column in our bimonthly donor newsletter & Y blog



## SILVER SPONSOR \$2,500

Choose 1 signature event and receive:

## Perks

- One foursome or 6 gala tickets

## Promotion

- Half page ad in event program
- Champion's Club membership
- Name on event invitation (date allowing) and event website



## BRONZE SPONSOR \$1,600

(Only available for gala)

## Perks

- 4 tickets to the gala

## Promotion

- Quarter page ad
- Champion's Club membership
- Name on event invitation (date allowing) and event website

**QUICK FACT:** Group of guests at a signature event is a golf foursome or 1 gala table of 10 guests

**CONTACT:** Customized sponsorships available; please contact Emily at [emilyf@wsymca.org](mailto:emilyf@wsymca.org) or 617-244-6050 x3015

**SIGN UP:** [wsymca.org/sponsorships-events](https://wsymca.org/sponsorships-events)





## SIGNATURE EVENTS A LA CARTE

Golf foursome: \$1,500 early bird, \$1600 after 3/31

Golfer: \$375 early bird, \$400 after 3/31

Gala table of 10: \$1,500

One gala ticket: \$150

Full page ad: \$250 (5.5" w x 8.5" h)

Half page ad: \$150 (5.5" w x 4.25" h)

Quarter page ad: \$100 (2.75" w x 4.25' h)

# OTHER EVENT SPONSORSHIPS

## Summer Social

Stay tuned for details about our brand new event to kick-off the summer. Invite your team to enjoy drinks, dinner, and lawn games all while supporting the Y's mission.

## Community Events: Healthy Kids Day & Family Fall Festival

Throughout the year the Y hosts a variety of events geared toward the community. Healthy Kids Day in April and Family Fall Festival in October are free, family-friendly, and open to the public. As the Y grows, we expect to expand these experiences as well.

### **Naming Sponsor: \$3,000**

- Name/logo on all publicity and promotional materials leading up to the event
- Name/logo on promotional item given to the first 100 children to attend

### **Major Sponsor: \$1,000**

- Name/logo on all publicity and promotional materials leading up to the event
- Name/logo featured in a prominent location at the event

### **Activity Sponsor: \$500**

- Name/logo on a poster located at an activity site at the event. Activities include, but are not limited to, a healthy snack station, obstacle course, gaga pit, sports, and arts & crafts.

# OTHER SPONSORSHIPS

## COMMUNITY IMPACT SPONSORSHIPS



Your organization's year-round sponsorship of the Y's mission embodies "social responsibility for all". With a significant pledge made over 1-3 years, you will help the Y impact more youth, families, and adults than ever before.

Our brand new Wells Ave Y Field House has been built for the community; it will fill with the names of supporters who join us in our mission to become a hub for healthy living, partnerships, and youth development for decades to come.

- Your generosity will be recognized with a banner that will hang for three years in the Field House, which will be accessed by thousands of community members each year.
- Each banner will include your logo on a solid background (color determined by the Y) and an impact statement that aligns your mission with the Y's (determined collaboratively).



## BENEFACTOR | \$15,000

Full-bay banner sized 64x275"  
Logo max dimensions: H 60" x W 128"

## LEADER | \$9,000

Half-bay banner: 64x125"  
Logo max: 50"H x 66"W

## HERO | \$4,500

Quarter-bay banner: 64x64"  
Logo max: 38"H x 50"W

## CHAMPION'S CLUB



Gifts of \$1,000 or more to our Annual Fund are eligible to become part of the Champion's Club (formerly Banner Club), recognized with a banner for one year in the Church St Y or a framed poster in the Wells Ave Y.

## CHAMPION'S CLUB

Banner: 54x34"  
Poster: 36x24"