



SPONSORSHIP OPPORTUNITIES

RACINE FAMILY YMCA

END OF Summer BASH

Benefiting youth and families in Racine County!

**SATURDAY, SEPTEMBER 9, 2023
10AM-4PM**

**IMAGE MANAGEMENT FAMILY YMCA BRANCH
8501 Campus Drive, Mount Pleasant**

**FOOD TRUCKS • BOUNCY HOUSES • LIVE MUSIC • FACE PAINTING
QUIET ROOM • 50/50 RAFFLE AND MORE!**

RACINE COUNTY YOUTH SPORTS EXPO, 10AM-2PM



Live Music Entertainment by



Media Partner
The Journal Times



**Cheryl McCrary
Band**

www.ymcaracine.org



Racine Family YMCA End of Summer Bash Sponsorship Opportunities

END OF Summer BASH

We invite you to invite you to join us as a sponsor for our first-ever **End of Summer Bash**, taking place on **Saturday, September 9, 2023** from 10:00am-4:00pm at our Image Management Family YMCA Branch in Mount Pleasant (8501 Campus Drive).

This is a fantastic opportunity to promote your company while providing life-changing support for the Racine Family YMCA and its youth, adult and family strengthening programs! Event proceeds support the Y's mission and vision of strengthening our community through after school academic programs for at-risk kids and teens, character-building youth sports, healthy living classes and initiatives that support cancer survivors, Parkinson's, diabetes prevention and heart health.

About the Bash: Families from around the Racine County area are invited to attend the Festival to enjoy a safe, family friendly outdoor event with bounce houses, face-painting, food trucks, and more! The Racine County Youth Sports Expo will also be taking place indoors from 10am-2pm. We are expecting a great turnout!

Available sponsorships include:

- Exclusive Presenting Sponsor
- Vendor Zone Sponsor
- Sports & Rec Zone Sponsor
- Kid Zone Sponsor
- Bounce Zone Sponsor
- Beer Tent Sponsor
- Stage Sponsor
- Food Truck Zone Sponsor

SPONSORSHIP PACKAGES:

Many sponsorship opportunities are available to meet your marketing preferences and are fully customizable. Each sponsorship includes its own unique advantages. To become a Bash sponsor and help transform lives in our community, please contact Brenda Hughes at 414-861-7442 (cell) or bhughes@ymcaracine.org. All special sponsorships can be customized to suit your marketing needs.

PLATINUM PRESENTING SPONSOR - \$5,000+

- Naming rights for the event and inclusion of logo on all event materials
- Sponsorship highlighted in all social media event promotions, including Facebook, Instagram (7,000+ impressions)
- Sponsor logo on Racine Family YMCA website, with a link to your website
- Sponsor logo on Festival welcome banner
- On-site company presence in the park as agreed upon
- Verbal recognition from Event Stage
- Complimentary premium 10X10 promotional space at Bash
- 160,000 audience impressions on the Racine Y's digital monitors for 1 year
- Logo in post-event "thank you" Facebook promo post

END OF *Summer* BASH SPONSORSHIP PACKAGES, continued

GOLD

GOLD SPONSOR - \$2,500-\$4,999

- Sponsorship highlighted frequently in social media event promotions (7,000+ impressions)
- Sponsor logo on Racine Family YMCA website, with a link to your website.
- Logo on event signage
- Verbal recognition from Event Stage
- Complimentary premium 10X10 promotional space at Bash
- On-site company presence in the park as agreed upon
- 160,000 audience impressions on the Racine Y's digital monitors for 1 year
- Logo in post-event thank you Facebook promo post

SILVER

SILVER SPONSOR - \$1,500-\$2,499

- Sponsorship highlighted frequently in social media event promotions (7,000+ impressions)
- Sponsor logo on Racine Family YMCA website
- Logo on event signage
- Complimentary 10X10 promotional space at Bash
- On-site company presence in the park as agreed upon
- 160,000 audience impressions on the Racine Y's digital monitors for 1 year
- Logo in post-event thank you Facebook promo post

BRONZE

BRONZE SPONSOR - \$1,000-\$1,499

- Sponsorship highlighted frequently in social media event promotions (7,000+ impressions)
- Sponsor logo on Racine Family YMCA website
- Logo on event signage
- Complimentary 10X10 promotional space at Bash
- 160,000 audience impressions on the Racine Y's digital monitors for 1 year
- Logo in post-event thank you Facebook promo post

SUPPORTING SPONSOR - \$500-\$999

- Sponsorship highlighted frequently in social media event promotions (7,000+ impressions)
- Sponsor logo on Racine Family YMCA website
- Logo on event signage
- Complimentary 10X10 promotional space at Bash
- 160,000 audience impressions on the Racine Y's digital monitors for 1 year
- Logo in post-event thank you Facebook promo post

PREMIUM VENDOR - \$250

- Sponsor logo on Racine Family YMCA website
- Complimentary premium 10X10 promotional space at Bash
- Logo in post-event thank you Facebook promo post

VENDOR - \$100

- Complimentary 10X10 promotional space at Bash
- Logo in post-event thank you Facebook promo post

END OF *Summer* BASH SPONSORSHIP PACKAGES, continued

SPONSORSHIP AREAS

- Exclusive Presenting Sponsor
- Stage Sponsor
- Bounce Zone Sponsor
- Sports & Rec Zone Sponsor
- Kid Zone Sponsor
- Vendor Zone Sponsor
- Food Truck Zone Sponsor
- Beer Tent Sponsor

SPONSORSHIP RECOGNITIONS	Exclusive	Exclusive					
	\$5,000+	\$2,500-\$4,999	\$1,500-\$2,499	\$1,000-\$1,499	\$500-\$999	\$250	\$100
	PLATINUM	GOLD	SILVER	BRONZE	SUPPORTING	PREMIUM VENDOR	VENDOR

PROMOTIONS

All Promotions	X						
Link on Webpage-4,000 imp./12 mo.	X	X					
List on Webpage-4,000 imp. /12 mo.			X	X	X	X	
Y Digital Monitors-160,000 imp./12 mos	X	X	X	X	X		
All FB posts-7,000 imp./post	X						
Frequent FB Posts-7,000 imp/post		X	X	X	X		
Post-event Thank You Post (FB)	X	X	X	X	X	X	X

EVENT DAY ONSITE BENEFITS

10x10 Premium Location Space	X	X				X	
10x10 Event Location Space			X	X	X		X
Name/logo on Welcome Banner	X	X					
VIP Parking	X	X					
Area Signage	X	X					
Verbal Recognition from Stage	X	X	X	X	X		

FOR SPONSORSHIP INQUIRIES, PLEASE CONTACT:

BRENDA HUGHES
CHIEF PHILANTHROPY OFFICER

C: 414-861-7442

E: bhughes@ymcaracine.org

About the Racine Family YMCA's STRONG COMMUNITIES PROGRAMS

The Racine Family YMCA is a leading non-profit human service organization serving all of Racine County for 146 years.

We provide a range of practices dedicated to improving the strength and effectiveness of community life and local conditions for 12,000 people each year, especially youth in disadvantaged situations, by:

- Promoting and ensuring educational opportunities for all children.
- Building positive developmental assets in all young people.
- Strengthening families and mobilizing resources to grow strong, sustainable communities.
- Putting community resources, talents and treasures to work so that all may thrive.

Our Strong Communities development programs build hope, celebrate personal responsibility, excite youth about school and strengthen families in Racine County. **Sponsorships, donations and event proceeds for the End of Summer Bash benefit our Strong Communities Annual Campaign to support our youth and family programs.**

**Please consider partnering with us as an End of Summer Bash sponsor.
Your support will change lives.**



About the Racine Family YMCA

The Racine Family YMCA (the "Y"), is a 501(c) (3) nonprofit membership organization that welcomes all people. Our mission is to put Christian principles into practice through programs that build healthy spirit, mind and body for all. We have two membership locations and a community program branch and engage nearly 12,000 adults and children – regardless of age, income or background – to nurture the potential of children and teens, improve our community's health and wellbeing, and provide opportunities to give back and support neighbors. As part of community life in Racine County for the past 146 years, the Y is dedicated to youth development, healthy living and social responsibility, and to positively affecting the lives of youth, adults and families in our region.