



MOVE YOUR BUSINESS IMAGE FORWARD

Be in front of over 16,000 residents of the greater Valparaiso area!

With your sponsorship of Valparaiso Family YMCA Communications, others will see you helping the Y make a meaningful, enduring impact in our community. We rely on business owners like you to ensure our communications reach and teach others about programs and events that develop youth and help individuals and families live more healthy.

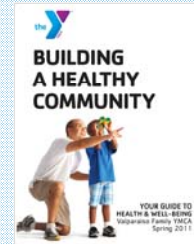
Please consider helping us move the people of Valparaiso - and your business image - forward. Our communications includes a blend of electronic and print media that's sure to reach your audience.

Attached is a list of sponsor packages and fast facts about your Y audience. If you have any questions, or have an idea that might meet your promotional needs, please call me. We look forward to working with you in 2011 and beyond!

Sincerely,

Anne Brandt
Marketing Director
Valparaiso Family YMCA
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Valparaiso, IN 46383
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219 462 4185 x241

Your ad published quarterly



Your website hyperlinked from our website and monthly eNewsletter



Your message on our Social Media





WHEN YOU SPONSOR THE Y, EVERYBODY BENEFITS

PACKAGES

Diamond Sponsor.....\$5,000/12 months

Monitor display: 55-60 impressions per day for one year (may be changed monthly)

Program Brochure: full page ad: 4 issues

Social Media posts: 1/month for 12 months

eNewsletter: 1 listing/month for 12 months

Including company website link

Website Recognition: 12 months

Link to company's website

Visible on every page

Gold Sponsor.....\$3,500/9 months

Monitor display: 55-60 impressions per day for 9 months (may be changed monthly)

Program Brochure: full page ad: 3 issues

Social Media posts: 1/month for 9 months

Website Recognition: 9 months

Link to company's website

Visible on every page

Silver Sponsor.....\$1,800/6 months

Monitor display: 55-60 impressions per day for 6 months (may be changed monthly)

Program Brochure: full page ad: 2 issues

Seasonal Sponsor.....\$1,000/3 months

Monitor display: 55-60 impressions per day for 3 months (may be changed monthly)

Program Brochure: 1/6 page ad: 1 issue

One-Month Sponsor.....\$400

Monitor display: 55-60 impressions per day & Program Brochure: 1/6 page ad: 1 issue



IDEAS THAT BUILD TRAFFIC

*Discounts & free offers get them in the door
Attract them with a "2 for 1" or "% off"

*Create a monitor display that grabs attention
Ask us for ideas & monitor dimensions

*Pick your months or seasons
Ads do not have to run consecutive months

A LA CARTE

Monitor Sponsor
\$300/month

Brochure Sponsor
\$150/issue (1/6 page ad)
\$450/4 issues (1/6 page ad)

Website Sponsor
Hyperlink: \$150/month





FOR YOUTH DEVELOPMENT
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

Fast Facts about the Y

Y-dedicated television monitors

4 monitors display sponsor promotions and YMCA program information
(1 at Lobby Desk, 1 in Strength area of Wellness Center, 2 in Cardio area of Wellness Center)

Monitors remain on during all hours of operation (101.5 hours/week)

Sponsor promotions run a minimum of 55-60 impressions/day on the 4 monitors

16,288 members (as of 5/12/11): 2,805 families; 7,110 total youth; 8,815 total adults
(1 in 8 are > age 65)

More than 1,500 people use the Y each day (42,760 visits recorded in Feb. 2011)

Monthly eNewsletter

Emailed to over 4,900 individuals

Sponsors' websites accessible via hyperlink

Facebook and Twitter

1,327 fans and 506 followers

Newly-updated website

www.ValpoYMCA.org

Sponsor web links accessible from every page

More than 5,000 hits/month (5,633 visits in Feb. 2011)

Program Brochure

Published quarterly to promote Y programs, classes, leagues and special events

Mailed or emailed to over 6,200 households each quarter

Distributed to 1,200 new members each quarter

Viewed in its entirety in PDF format from all pages on our website

