



# SPONSORSHIP OPPORTUNITIES

VALPARAISO FAMILY YMCA

**2024**  
» PARTNERING  
FOR A STRONGER  
COMMUNITY

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**For a better us.®**



A photograph of two young girls jumping on a trampoline in a grassy field. The girl on the left is wearing pink swim goggles and has a joyful expression. The girl on the right is also smiling broadly. The background shows a lush green field and trees under bright sunlight.

# OUR MISSION

To be a charitable non-profit organization that improves the quality of life in our communities through programs and services that strengthen the spirit, mind, and body for all.

## VISION

We build strong kids, strong families, strong communities.

## VALUES

Caring, Honesty, Respect, Responsibility



## STRONGER TOGETHER

At the Y, we believe that for communities to succeed, it is vital that everyone has the opportunity to be healthy, confident and secure. Give to the Y and know your gift will have a meaningful and enduring impact in your very own neighborhood.





"Ethos Insurance & Risk Management is proud to support the Valparaiso Family YMCA, as our mission and values align so closely. Our goal as a business is to connect members of our community, network and support one another. The Y has a similar focus with opportunities to develop (such as summer camps and childcare), programs to get involved (from youth sports to silver sneakers), while also improving fitness (such as exercise classes, personal training and swim lessons) that can all impact physical, social and mental health for all ages.

Together we believe we can make our community stronger!"



**ETHOS**  
INSURANCE & RISK  
MANAGEMENT





# YBASH

Support us in building a stronger community! Y Bash is a casual and fun evening of entertainment, silent auction, food, cash bar, and music. This year's theme: Kentucky Derby

**FEBRUARY 24, 2024**  
**Porter County Expo Center**

**\*PLATINUM SPONSORS HAVE A CHOICE OF:** (1 available unless noted)

- Theme Inspired Sponsor: Logo connected with special attraction
- Photo Booth Sponsor: Logo on all photos
- Entertainment Sponsor: Logo at entertainment area
- Food Sponsor: Logo on dinner napkins
- Beverage Sponsor: Logo on cocktail napkins or event cups
- Decor Sponsor: Logo at each centerpiece (3 available)
- Auction Sponsor: Recognition during silent and live auction



## PLATINUM SPONSOR \$2,500

Choice of: See box above, Reserved table for 8, Event signage, Social media recognition, Logo on event website.



## GOLD SPONSOR \$1,000

Reserved table for 8, Listing on event signage and event website, Social media recognition.



## SILVER SPONSOR \$500

Two tickets, Listing on event signage and event website.



## SILENT AUCTION DONATION

In addition to sponsorship we are asking for donations to our silent auction.







# RINGING IN SPRING 5K

APRIL 6, 2024 VALPARAISO FAMILY YMCA

Let's run to support those in need with scholarships for membership, programs, and childcare! Ringing in Spring brings everyone of all abilities together at one of the first and largest springtime races in Northwest Indiana with nearly 1,000 registered runners, 100+ volunteers, and supporters!



## SILVER SPONSOR \$1,000

Free registrations for 4 runners, Social media recognition, Logo on event website, logo on back of race shirt, Logo on race course, Listing on event signage.



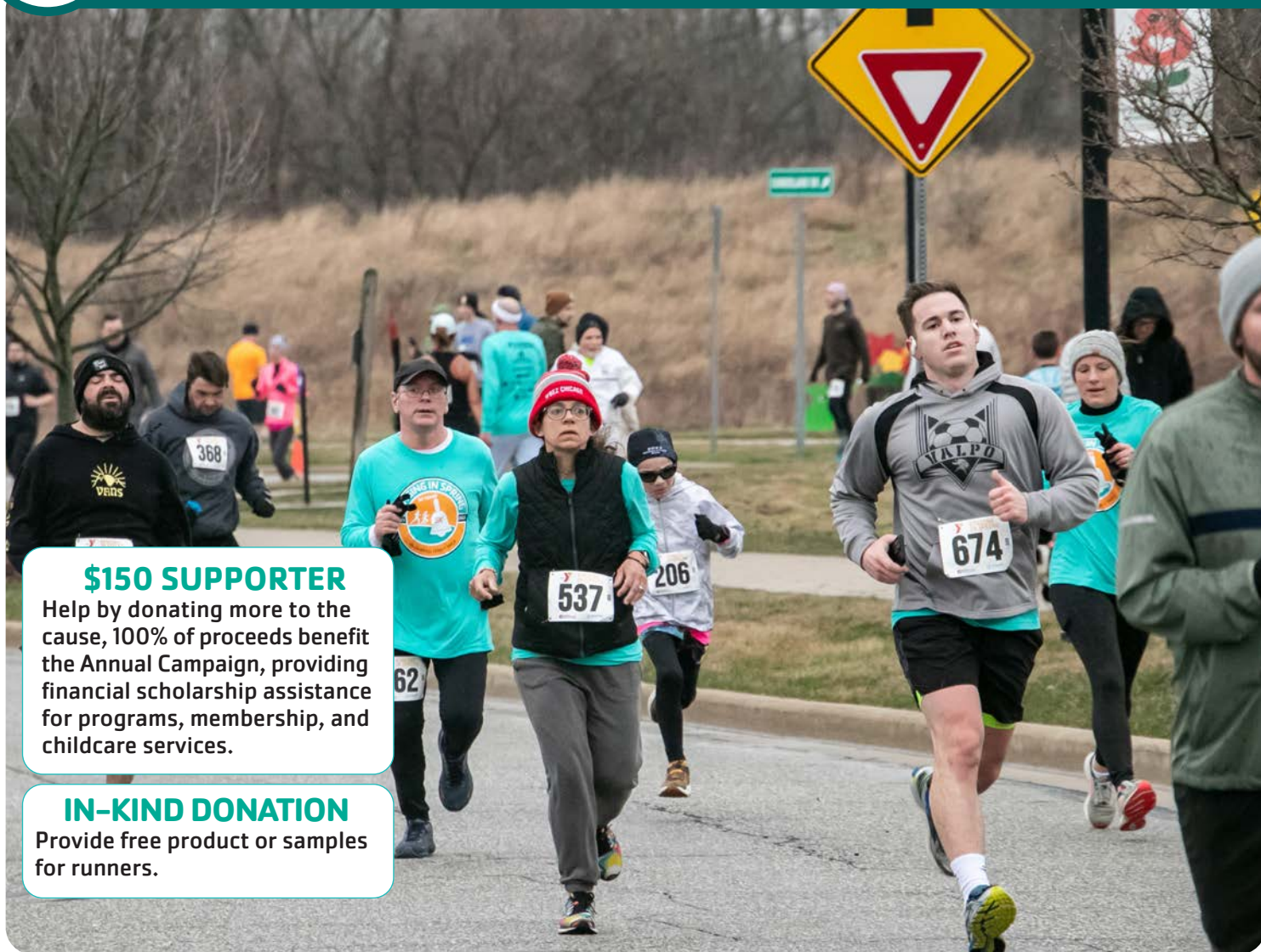
## BRONZE SPONSOR \$500

Listing on event signage, event website, table at after party.



## AFTER PARTY BOOTH SPONSOR \$300

Booth presence at after party.



### \$150 SUPPORTER

Help by donating more to the cause, 100% of proceeds benefit the Annual Campaign, providing financial scholarship assistance for programs, membership, and childcare services.

### IN-KIND DONATION

Provide free product or samples for runners.



# GOLF OUTING

**JULY 15, 2024 VALPARAISO COUNTRY CLUB**

Every year we take to the course to support our cause! Golfers enjoy a round of golf, complimentary golf cart, lunch, special giveaway, and a little friendly competition!



## **GOLD SPONSOR \$1,500**

Logo on Tee box sign, Foursome registration, Social media recognition, Logo on event website.



## **FOURSOME SPONSOR \$700**

Registration for a team of four.



## **FOOD & BEVERAGE SPONSOR \$500 (2 available)**

Logo on Tee box sign, Logo on lunch and beverage signage, listing on event website.



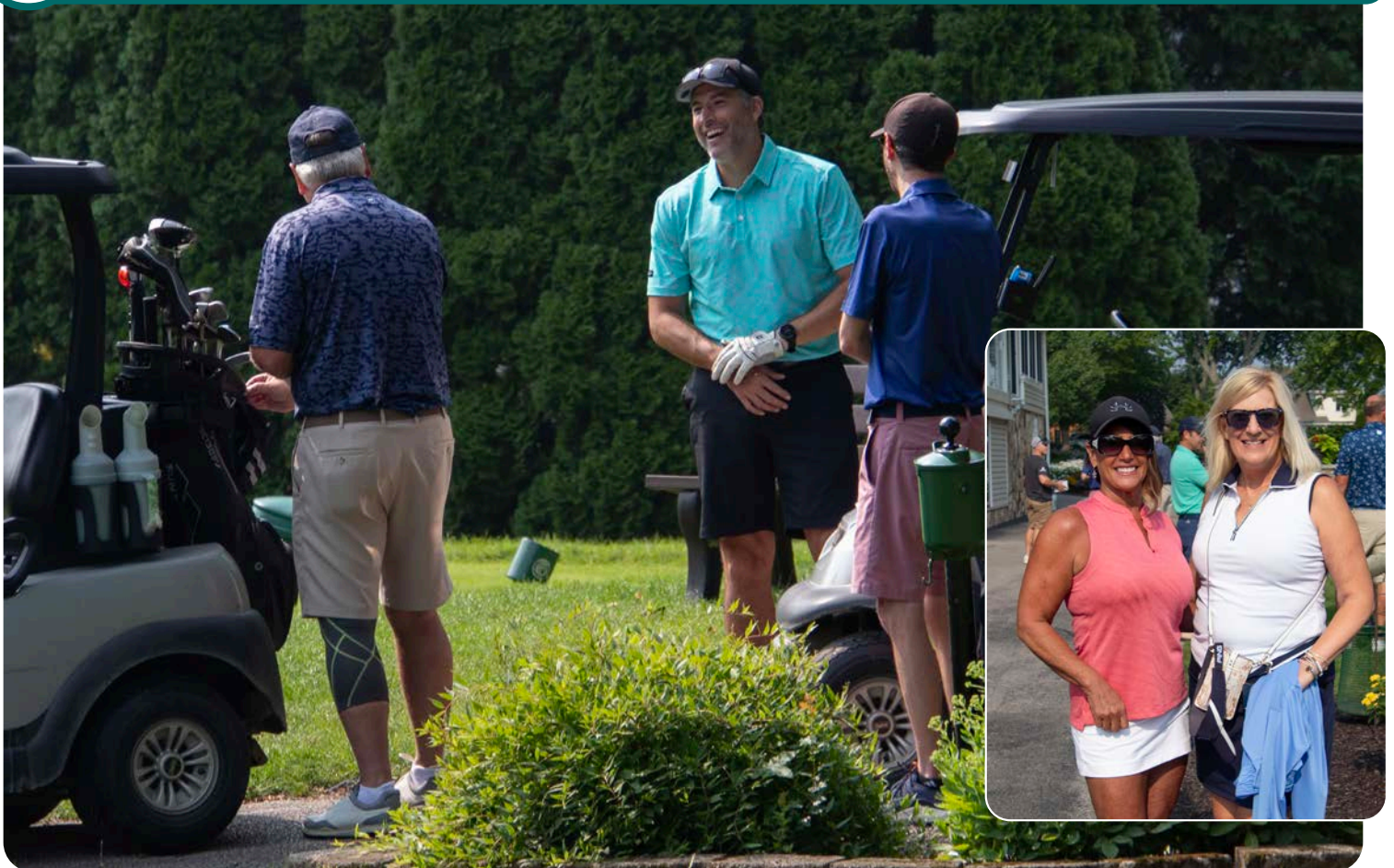
## **POP UP BOOTH ON COURSE SPONSOR \$500 (6 available)**

Logo on Tee box sign, bring your own tent & table, listing on event website.



## **TEE BOX SPONSOR \$250**

Logo on Tee box sign, listing on event website.





"We sponsor the Y because the amount of exposure we can get by partnering with such a family oriented organization, while sharing the same values in our practice. The staff is wonderful to work with and the appreciation they show is very genuine."

Puntillo & Crane Orthodontics





# COMMUNITY EVENTS

Your support helps the Y to continue to offer safe, quality, family-friendly events for little or no cost to the community.



## LENTEN LUNCH \$500 SPONSOR

Support inspiration with a message about gratitude and enjoy a lunch of soup and bread with friends in recognition of Lent.



## GATHER & GROW EDUCATION SPONSOR \$300/SEMINAR

Members are invited monthly to a free educational session and lunch to enrich mind, body, and spirit. Includes 10 minute opening presentation by your organization.



## ACTIVE OLDER ADULT QUARTERLY EVENTS \$200/EVENT

Support members as they venture out for a social trip, gather for a meal, or connect with a fun game. Opportunity for branded giveaways for participants.



## SUMMER CAMP \$500 SPONSOR

Help give kids the opportunity to experience day camp!



## SUPPER WITH SANTA \$500 SPONSOR

Come and meet Santa! Guests enjoy dinner with family and lots of holiday cheer.



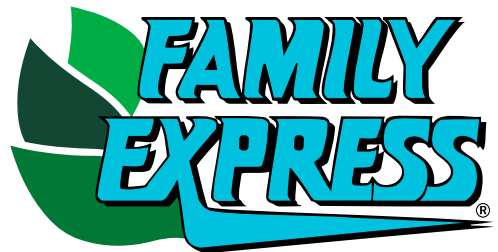
## LIVESTRONG® \$500 SPONSOR

Support cancer survivors as they find strength and support to regain health. 2024 marks our 50th Livestrong group!



"Sponsoring the Valparaiso Family YMCA is an investment in our community. The YMCA is for ALL and supports the community in a multitude of ways, from toddler swim classes to Active Older Adult classes and everything in between. Family Express is proud to be a supporter."

Family Express





# ADVERTISING OPPORTUNITIES



## CHAIRMAN'S ROUNDTABLE WELLNESS BANNER – \$1,000/year

Sustainable annual gift of \$1,000 or more. Recognized with a banner in our wellness center featuring your logo or name. Annual pledge will be automatically renewed.





# ADVERTISING OPPORTUNITIES



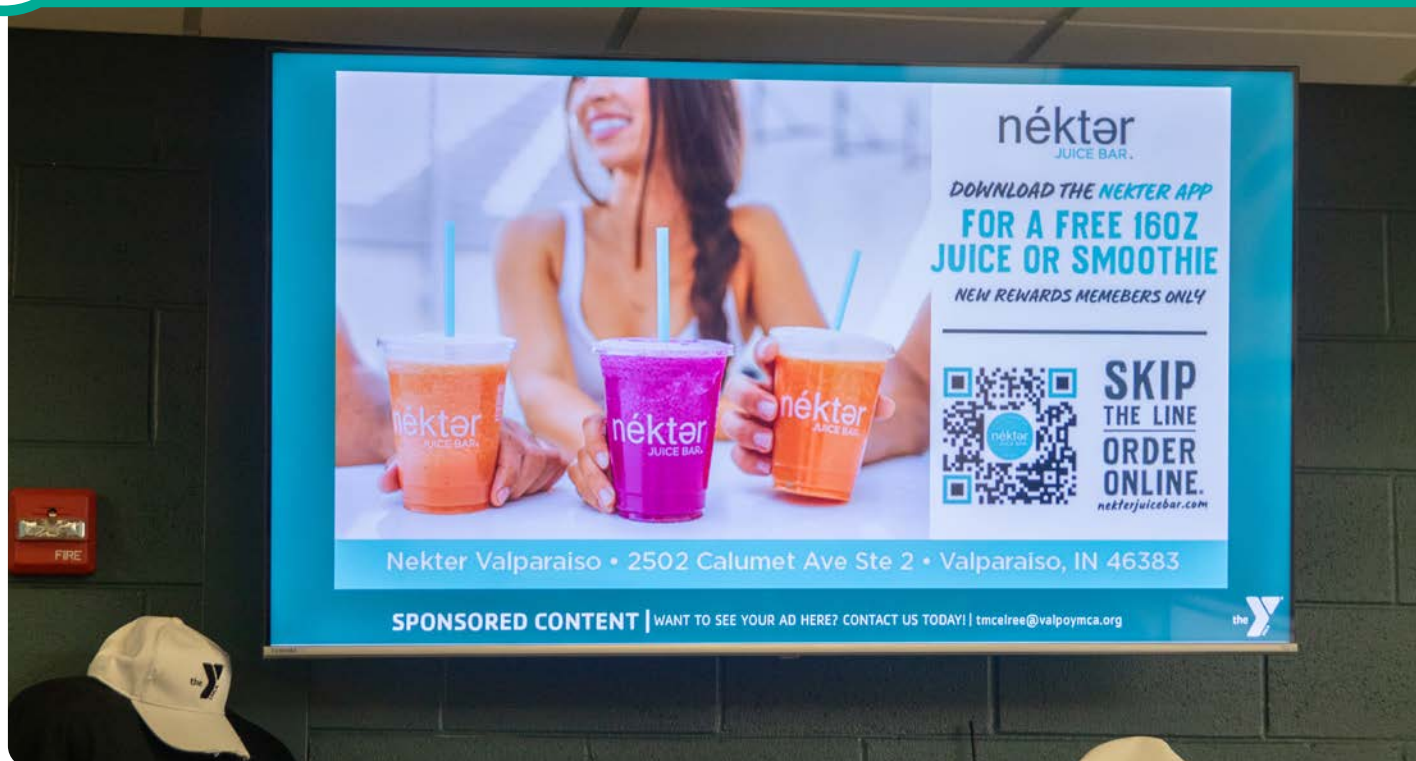
## YOUTH SPORTS SPONSOR – \$500

Year-round recognition of your logo on the Y gym wall. Your sponsorship provides financial assistance so all kids can participate in youth sports. Pledge will automatically renew annually.



## Y-TV ADVERTISING – \$100 PER MONTH

Partner your brand on our 8 televisions within the Y. Average daily reach of 1,500 members. Advertiser to provide ad artwork.





# YEARLY IMPACT PARTNER

Our YMCA relies on the generosity of community partners and sponsors to help us maintain and expand services to the people who need us most. Your year-long corporate partnership makes sure everyone has the opportunity to learn, grow and thrive.



## MISSION SPONSOR \$10,000

- **Event Sponsorship**
  - YBASH – Platinum Sponsor
  - Ringing in Spring 5K – Silver Sponsor + 10 free registrations
  - Golf Outing – Gold and Food/Beverage Sponsor
- **Corporate Membership Discount**
  - 20% discount for employees, waived joiner fee
- **Logo at all Community Event**
- **Wellness Center Banner displayed for 1 year**
- **YTV ad for 1 year**
- **Plus many other advertising benefits!**



## SUPPORTING SPONSOR \$7,500

- **Event Sponsorship**
  - YBASH – Gold Sponsor
  - Ringing in Spring 5K – Silver Sponsor + 5 free registrations
  - Golf Outing – Gold Sponsor
- **Corporate Membership Discount**
  - 10% discount for employees, waived joiner fee
- **Wellness Center banner displayed for 1 year**
- **YTV ad for 1 year**
- **Plus many other advertising benefits!**



## FRIENDS OF THE Y SPONSOR \$5,000

- **Event Sponsorship**
  - YBASH – Gold Sponsor
  - Ringing in Spring 5K – Bronze Sponsor, logo on race shirt
  - Golf Outing – Foursome and Tee Box Sponsor
- **Corporate Membership Discount**
  - 10% discount for employees, waived joiner fee
- **Wellness Center banner displayed for 1 year**
- **YTV ad for 6 months**
- **Plus many other advertising benefits!**





# THANK YOU

## 2023 YEARLY IMPACT PARTNERS



**COMMUNITY  
HEALTHCARE SYSTEM®**

St. Mary Medical Center



**URSCHHEL®**

The Global Leader in Food Cutting Technology

**NIPSCO**



**ETHOS**

INSURANCE & RISK  
MANAGEMENT



**everwise**

CREDIT UNION



**UFS  
CORPORATION**  
Electrocoating Equipment

We are grateful to the generous partners that support our mission to strengthen our community.





# INVEST IN OUR COMMUNITY




## BECOME A SPONSOR!

The Y has a variety of customizable partnership and sponsorship opportunities that can help you connect with the community.




**Contact Jackie Bovy**  
Event & Donor Relations Manager

 [jbovy@valpoyymca.org](mailto:jbovy@valpoyymca.org)

 (219) 462-4185 ext. 233

**Contact Tracey McElree**  
Senior Director of Advancement

 [tmcelree@valpoyymca.org](mailto:tmcelree@valpoyymca.org)

 (219) 462-4185 ext. 351