Summer is the time for kids to get up, get out, and grow. But for some kids, exposure to activities that stimulate the body and mind ends with the school year. In fact, research shows that kids are prone to gain more weight and fall behind in studies. That’s why the YMCA created Healthy Kids Day. This is our national initiative to improve the health and well-being of children.

On Healthy Kids Day, the East Jefferson YMCA is filled with fun activities for the kids, live entertainment, prizes, and more that will combat summer learning loss and encourage kids to stay active during the summer months. Because this is a free event, we attract hundreds of children and families each year. It’s the perfect event to get involved with the Y, promote your business, and show the community you care!

TARGET AUDIENCE: Families and Kids 1-12
EXPECTED ATTENDANCE: 400+
MARKET REACH: 11,000+
DATE: April 27, 2019
TIME: 10:00 AM – 1:00 PM
LOCATIONS: East Jefferson YMCA
HEALTHY KIDS DAY

SPONSORSHIP OPPORTUNITIES

CHILD-WELLNESS CHAMPION  $2,500

Benefits:
- Same benefits listed under "Bronze" level, excluding unique benefits

Unique Benefits:
- Exclusive recognition with company logo/name on 3’ X 5’ entryway banner
- Guaranteed recognition in Times Picayune article
- Individual recognition in online media through dedicated Facebook posts (2 posts)
- Opportunity to welcome and speak to gathered participants and guests at event, additionally promoted on social media through Facebook Live video recording.
- Exclusive sponsorship recognition with logo on 300 event water bottles
- Promotional banner hung on wellness floor of East Jefferson Y for 1 year

KIDS-HEALTH HERO  $1,500

Benefits:
- Same benefits listed under "Bronze" level, excluding unique benefits

Unique Benefits:
- Exclusive sponsorship recognition with company logo/name on 300 event t-shirts
- Recognition on 2’ X 3’ banner at the T-shirt table as exclusive shirt sponsor

PLAYTIME DEFENDER  $1,000

Benefits:
- Same benefits listed under "Bronze" level, excluding unique benefits

Unique Benefits:
- Recognition on 2’ X 3’ banner posted at starting line of Children’s Fun Run as exclusive race sponsor
- Exclusive sponsorship recognition with company logo/name on 300 event ribbons given to children at the completion of the run

FITNESS ENTHUSIAST  $750

Benefits:
- Vendor table in the prime event location
- Listing as an event sponsor in all print and media coverage of the event
- Recognition in online media alongside other event sponsors (2 posts)
- Organization welcome to include promotional items in guest goodie bags

Unique Benefits:
- Exclusive sponsorship recognition with logo on 300 goodie bags given to families
- 2’ X 3’ banner with company logo/name will list organization as exclusive goodie bag sponsor

HEALTH PROMOTER  $250

Benefits:
- Recognition in online media alongside other event sponsors (1 posts)
- Organization promotional insert or items included in guest goodie bags

PROMOTIONAL PLAN
**Final day for inclusion in material is 3/22/19**

ONLINE ADVERTISING
- Email: 2-3 Emails sent to 4,800+ local YMCA members
- Social Media: The East Jefferson Facebook reaches 5,000 community members
- Website: The event will also be advertised on the following websites — Macaroni Kid and Life Songs Calendar.

PRINT ADVERTISING
- Flyers: Promotional flyers (750 – 1,200 total) will be printed featuring sponsor logos/company names. Flyers will be distributed within the East Jefferson YMCA (100 – 200) and will also be distributed to local schools including Kenner Discovery and Bissonet Plaza Elementary (300 – 500 per school).

For sponsorship questions contact Candace Schaeid @ (504) 888-9622 Ext. 103 or candaces@ymcaneworleans.org
Please check the following opportunities that interest you:

**HEALTHY KIDS DAY**
April 27
- Child-Wellness Champion $2,500
- Kids-Health Hero $1,500
- Playtime Defender $1,000
- Fitness Enthusiast $750
- Health Promoter $250

**YOUTH SPORTS**
September – May
- MVP $5,000
- All Star $2,000
- Playmaker $1,000
- Teammate $500

**OYSTER & PEARL GALA**
September 6
- Pearl $5,000
- Emerald $2,500
- Sapphire $1,000
- Ruby $500
- Individual Tickets $65 x = $

**SPONSOR INFORMATION**
NOTE: For inclusion in materials, please send a high resolution logo in jpeg and eps/ai/pdf format to candaces@ymcaneworleans.org

**PAYMENT INFORMATION**
- Check Included
- Credit Card (YMCA Staff will call you to process payment)

**TOTAL $**

**MAIL FORM TO WITH PAYMENT TO:**
East Jefferson YMCA
6691 Riverside Dr.,
Metairie, LA 70003