YOUTH SPORTS

EVENT PROFILE

The YMCA has always been more than "just a gym." We are a gathering place for everyone in the community — friends and neighbors, parents and children, individuals and families, kids and seniors — that celebrates the idea that we are stronger together. At the East Jefferson YMCA, our Youth Sports program has become one of our favorite ways to bring people together — and we want to invite YOU to be a part of it!

By supporting Youth Sports at the Y, you and your business have the opportunity to promote youth development and advertise to thousands of our members and program participants. Because your partnership helps us sponsor young athletes who are less fortunate into our sports programs, you also show our community how much you care.

Strengthen both your business and your community — become a Y sponsor today!

TARGET AUDIENCE: Families, Children 3–12
EXPECTED ATTENDANCE: 200+
MARKET REACH: 11,000+
DATES: September – May 2019
LOCATION: East Jefferson YMCA
SPONSORSHIP OPPORTUNITIES

MVP (exclusive) ........................................ $5,000
Benefits:
• Individual recognition in online media through dedicated Facebook posts (2 posts)
• Email blast recognition
• Company logo placed on sports flyers
• Opportunity to have a promotional table at annual Healthy Kids Day event (250 attendees)
• 5x5 banner with company logo placed on YMCA wellness floor for 1 calendar year
• Company logo on all sports team uniforms for 1 calendar year.

Unique Benefits:
• Company name on all participant trophies for 1 calendar year.

ALL STAR .................................................. $2,000
Benefits:
• Recognition in online media alongside other event sponsors (2 posts)
• Email blast recognition
• Company logo placed on sports flyers
• Opportunity to have a promotional table at annual Healthy Kids Day event (250 attendees)
• 5x5 banner with company logo placed on YMCA wellness floor for 1 calendar year
• Company logo on all sports team uniforms for 1 calendar year.

PLAYMAKER ........................................... $1,000
Benefits:
• Recognition in online media alongside other event sponsors (2 posts)
• Email blast recognition
• Company logo placed on sports flyers
• Opportunity to have a promotional table at annual Healthy Kids Day event (250 attendees)
• 5x5 banner with company logo placed on YMCA wellness floor for 1 calendar year

TEAMMATE ........................................... $500
Benefits:
• Recognition in online media alongside other event sponsors (2 posts)
• Email blast recognition
• Company logo placed on sports flyers
• Opportunity to have a promotional table at annual Healthy Kids Day event (250 attendees)

YOUTH SPORTS

PROMOTIONAL PLAN
**Final day for inclusion in materials are:
Fall - 8/2/19 & Spring - 1/3/20**

DIGITAL ADVERTISING
• Social Media: Qualifying sponsors will be recognized on the East Jefferson YMCA Facebook page which reaches an audience of approximately 5,000 community members.
• Email: Constant Contact promotional emails 1 per month to membership. Audience of 4,800+
• Websites: East Jefferson YMCA’s Youth Sports programming is promoted on a number of popular websites, including Maccaroni Kid and LifeSongs Calendar

PRINT ADVERTISING
• Flyers: Promotional flyers displayed at YMCA branch and distributed to members and in the community.

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

<table>
<thead>
<tr>
<th>HEALTHY KIDS DAY</th>
<th>YOUTH SPORTS</th>
<th>OYSTER &amp; PEARL GALA</th>
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<tbody>
<tr>
<td>April 27</td>
<td>September – May</td>
<td>September 6</td>
</tr>
<tr>
<td>![Check] Child-Wellness Champion $2,500</td>
<td>![Check] MVP $5,000</td>
<td>![Check] Pearl $5,000</td>
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<tr>
<td>![Check] Kids-Health Hero $1,500</td>
<td>![Check] All Star $2,000</td>
<td>![Check] Emerald $2,500</td>
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<tr>
<td>![Check] Playtime Defender $1,000</td>
<td>![Check] Playmaker $1,000</td>
<td>![Check] Sapphire $1,000</td>
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<tr>
<td>![Check] Fitness Enthusiast $750</td>
<td>![Check] Teammate $500</td>
<td>![Check] Ruby $500</td>
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<tr>
<td>![Check] Health Promoter $250</td>
<td></td>
<td>![Check] Individual Tickets $65 X ⬤ = $</td>
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</tbody>
</table>

**SPONSOR INFORMATION**

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

<table>
<thead>
<tr>
<th>Contact Person</th>
<th>Company Name</th>
<th>Company Website</th>
<th>Address</th>
<th>City</th>
<th>State</th>
<th>ZIP</th>
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<tbody>
<tr>
<td>Phone</td>
<td>Email</td>
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**PAYMENT INFORMATION**

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

**TOTAL $**

- [ ] Signature
- [ ] Date

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

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