



2023 EVENT SPONSORSHIPS

La Crosse Area Family YMCA

YOUR BRAND AMPLIFIED AT THE LA CROSSE AREA FAMILY YMCA



- In 2022, over 2,000 participants joined us for YMCA events.
- The YMCA is one of the nation's most valuable nonprofit brands and is #8 on the Forbes list of Top 100 Charities.
- Studies show that corporations that partner with nonprofits like the YMCA demonstrate increased brand loyalty.
- In 2022, YMCA events were marketed to all 21,000 members, including logo representation on event T-shirts still seen regularly throughout the community.
- Partnering with the La Crosse Area Family YMCA shows our community that your company is invested in the health and vitality of our region. Our Y will recognize all sponsors via member newsletters, social media impressions, and signage.
- In 2022, the La Crosse Area Family YMCA provided \$1.7 million in financial assistance to fellow community members in need.

SPONSOR BENEFITS



Sponsor benefits available at each level:

- Listing on event promotional materials and swag
- Listing in YMCA newsletters
- Listing on event page of YMCA website
- Listing in electronic proceedings
- Listing in promotional emails and YMCA newsletter
- Company banner displayed on-site at event
- Name recognition at event
- Listing in the YMCA Annual Report
- Complimentary event registrations for your team
- Community goodwill and the gratitude of participants and those who benefit from your support!

***Other additional benefits included depending on the sponsorship level pledged**

We are always open to in-kind sponsorships for our events. If your company would like to donate food, prizes, swag, or other vital event items, we would love to work with you and recognize you for your support.

KIDS TRI

Saturday, July 15th



Fun summer activities abound at the Kids Tri, an event for the whole family! Kids ages 3-14 will have the opportunity to swim, bike, and run to the finish line while family and friends cheer them on. Join us after the race for a bounce house, food trucks, and fun!

Presenting	Platinum	Gold	Silver	Bronze
\$5,000	\$2,500	\$1,500	\$1,000	\$500

