



YMCA of Greater Seattle's A.K. Guy Award – September 29, 2021, 6:00 p.m. – 7:30 p.m. Virtual Event Sponsorship Opportunities

Honoring Connie Ballmer and Ballmer Group's support of our community's most vulnerable children and families

This year, the YMCA of Greater Seattle's (the Y) A.K. Guy Award will recognize the dedicated leadership and platform of community service of Connie Ballmer and Ballmer Group and their efforts to transform foster care in Washington, invest in strengthening our state's behavioral health system, and remove systemic barriers to economic opportunity.

We are energized by the work happening in our communities to remove barriers and create opportunities for children and families. We are honored to host this event to highlight the collective impact of Connie Ballmer, Ballmer Group, the Y, volunteers, and community partners and with your engagement, what more we can accomplish together. Join us to learn about the work, our opportunity for future collective impact, and how to get involved for the benefit of our children, our families, and our community. Learn more at www.seattleyymca.org/akguy.

Award Overview

Since 1984, the A.K. Guy Award has been presented to individuals, couples, families, or groups who exemplify the ideals of the late [Albert K. Guy](#) through their outstanding volunteer service and dedication to social responsibility and equity and justice for all.

Event Overview and Goals

The Y's A.K. Guy Award event is attended by approximately 600-800 of the region's top business and community leaders. Past honorees include Jeff & Tricia Raikes, Matt Griffin & Evelyne Rozner, Dan & Nancy Evans, Martha Choe, Phil Smart, Sr., Colleen Willoughby, Doug & Maggie Walker, Constance & Norman Rice, and William H. Gates. The event's goals are to promote social responsibility in our community and use the platform to:

- Elevate awareness of an honoree whose service addresses pressing community needs and who serves as a model for others,
- Reinforce the connection between the Y's founding as a volunteer organization and its continued commitment to improving the community through individual and collective voluntary action,
- Present a high-quality event that is informative and advances the knowledge of building thriving youth, families and communities,
- Attract a diverse audience of community leaders, who leave with an increased knowledge of the Y's mission, impact and community collaboration, and
- Connects the Y community to other public and private leaders and advocates in an event with regional significance.

Sponsorship Opportunities

| SPONSORSHIP LEVELS & BENEFITS | COLLECTIVE IMPACT PARTNER \$50,000 | STRENGTHENING FAMILIES PARTNER \$25,000 | COMMUNITY SOLUTIONS PARTNER \$15,000 | OPPORTUNITY PARTNER \$10,000 |
|---|---------------------------------------|--|---|---------------------------------|
| Exclusive small group program tour of impact area of interest | X | | | |
| Recognition in one promotional video during the event week | 1-minute video produced by the Y | | | |
| 15-second commercial during virtual pre-event | X | X | | |
| Recognition during virtual program | Specific | General | General | General |
| Logo or name placement on event website | Large Logo in premium spot | Medium Logo in premium spot | Small Logo | Name |
| Logo or name placement on printed* & electronic invitation, pre-event slide deck and post-event email to guests | Large Logo in premium spot | Medium Logo in premium spot | Small Logo | Name |
| YMCA Social Media tagged posts | 5 posts | 3 posts | 2 posts | 2 posts |
| Spots at our invitation only "Sponsor VIP" breakout room at the event | 10 | 8 | 6 | 4 |
| ADDED BENEFIT: Sponsorship includes next "Y Conversations on Equity & Justice" event | X | X | X | X |
| ADDED BENEFIT: Volunteer Opportunities to Engage Your Employees and Give Back to Community | X | X | X | X |

*Contingent upon receiving sponsorship commitment by 9/17/21

We invite you to join us as a partner of this community platform. The transformational impact this work will have on youth and families in our community would not be possible without the generous support of our sponsors to off-set costs and leverage regional services. Thank you for your consideration.

For more information on sponsorship, or program opportunities, please contact events@seattleyymca.org. We look forward to partnering with you to advance this work in community. As a benefit of sponsorship, we invite you to engage in our [Volunteer Opportunities in Support of A. K. Guy Awards Event 2021](#).

Our Mission

Building a community where all people, especially the young, are encouraged to develop their fullest potential in spirit, mind, and body.

Equity Statement

The Y actively promotes a culture free from bias and injustice. We are dedicated to removing institutional and systemic barriers that result in oppression and racism. We will be accountable to marginalized communities for creating equitable and sustainable environments where social justice is woven into every facet of our programs, and by caring for our communities in a culturally versatile and respectful manner.