THE YMCA OF GREATER SEATTLE values and appreciates the benefits that come from bringing community together through a variety of events during a calendar year. Each event, or event series, is designed to achieve goals and objectives unique to that experience, therefore, the sponsorship levels and subsequent benefits are tailored to each event appropriately.

2023 YMCA OF GREATER SEATTLE COLLECTIVE IMPACT EVENTS

YMCA of Greater Seattle Awards Signature Event: Celebrating Changemakers in Communities (formerly A.K. Guy Awards Event)

The YMCA of Greater Seattle’s Celebrating Changemakers in Communities event continues to be a highlight of the Puget Sound region as a cornerstone of Y volunteer leadership. The Celebrating Changemakers in Communities event is typically hosts 500 attendees.

Healthy Kids Day

For over 30 years, the Y’s Healthy Kids Day has been where fun, and play come together to build lifelong memories in the spirit of raising awareness of the benefits of whole person health for youth and families. Healthy Kids Day is always free and open to our members and community and will include healthy snack demonstrations, water safety activities, summer camp crafts and registration, sports games, and other community-based activities. Each of our 13 branches across the county participate in this annual event. Typical branch attendance during the event is 1,500 individuals.

Equity and Justice Event Series

On three separate occasions throughout the year, the YMCA of Greater Seattle will host a Y Community Conversation on the topic of equity and justice for all. Y Community Conversations celebrate the rich fabric of our community, woven from diverse
backgrounds and cultures, to learn together and advance equity and justice for all, every day, everywhere. Additionally, the Y will host two annual interactive volunteer engagement events and learning opportunities: Dr. Martin Luther King Jr. Day in January and YMCAs National Welcoming Week in September. Additionally, Mission Forums are offered twice per year and provide an opportunity for the community to take a deep dive into a singular issue or topic to gain a more nuanced understanding of the unique barriers that exist and explore ways to collaborate to produce a positive impact for all.

2023 YMCA OF GREATER SEATTLE
COMMUNITY BUILDING EVENTS

Annual Fund Drive Kick-off and Victory Celebration Events

Every year the YMCA of Greater Seattle asks our local community to give back and support their neighbors through the Y programs and services by making a personally meaningful gift or pledge of support. Branches will host local campaign kick-off events and campaign celebration events to conclude their season of giving. Hundreds of volunteers and Y members attend the campaign celebrations.

Branch-Based Community Events

Local YMCA branch leadership staff together with committed volunteers and engaged members may elect to host a variety of community engagement events to build community while learning, growing, and playing together. These may include, fun runs, swim-a-thon, picnics, etc. Size and scope of the event will vary.

Volunteer and Community Impact Events

The YMCA of Greater Seattle will be honored to host your work, community, friend, or family group during one of our Branch-Based Volunteer Day events. Events developed in partnership with local branch leadership.
All Collective Impact Sponsors during the 2023 calendar year, regardless of sponsorship level or event sponsored, will have their logo or name presented as a sponsor during the Celebrating Changemakers in Communities signature event. Additionally, all 2023 Collective Impact and Community Building Sponsors will be listed on the YMCA of Greater Seattle’s Giving page.

2023 YMCA of Greater Seattle Collective Impact Events
Sponsorship levels are based on cash and/or in-kind donation of equal value.

<table>
<thead>
<tr>
<th>Collective Impact Events</th>
<th>Sponsorship Levels</th>
<th>Benefits</th>
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</table>
| Celebrating Changemakers, A. K. Guy/Signature Event | $300,000+ | ◆ Acknowledged as a VISIONARY PARTNER at the opening and closing of the Celebrating Changemakers in Communities event  
◆ Opportunity to provide a three-minute Welcome Message at the podium  
◆ Logo added for all events  
◆ Largest logo or name placement on signature event web page, printed and electronic invitation, pre-event slide deck and post-event email  
◆ Eight VIP passes to pre/post event gatherings  
◆ Sixteen tickets or two tables to Celebrating Changemakers in Communities event (additional tickets available upon request)  
◆ Three Y social media tagged posts  
◆ Optional advertisement placements offered when available (local print media, event brochures, programs) |
| | $100,000 | ◆ Acknowledged as the COLLECTIVE IMPACT PARTNER at the opening and closing of Celebrating Changemakers in Communities event  
◆ Opportunity to provide a pre-recorded one-minute Welcome Message  
◆ Large logo or name placement on signature event web page, printed and electronic invitation, pre-event slide deck and post-event email  
◆ Optional advertisement placements offered when available (local print media, event brochures, programs)  
◆ Six VIP passes to pre/post event gatherings  
◆ Eight tickets or one table to Celebrating Changemakers in Communities event (additional tickets available upon request)  
◆ Three Y social media tagged posts |
| | $50,000 | ◆ Acknowledged as a COMMUNITY SOLUTIONS PARTNER at the opening and closing of Celebrating Changemakers in Communities event  
◆ Medium logo or name placement on event web page, printed and electronic invitation, pre-event slide deck and post-event email  
◆ Four VIP passes to pre/post event gatherings  
◆ Eight complementary tickets to the Celebrating Changemakers in Communities event  
◆ Two Y social media tagged posts |
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| **Celebrating Changemakers, A. K. Guy/Signature Event**<br>Event to be held Wednesday, September 27, 2023 | $25,000 | 1. Acknowledged as an OPPORTUNITY PARTNER at the opening and closing of the Celebrating Changemakers in Communities event  
2. Small logo or name placement on event web page, printed and electronic invitation, pre–event slide deck and post–event email  
3. Two VIP passes to pre/post event gatherings  
4. Eight tickets or one table to attend the Celebrating Changemakers in Communities event  
5. Two Y social media tagged posts |
| **Program Ad Placement** | 1. Changemaker Advertiser: $3,000 (full page)  
2. Impact Advertiser: $2,000 (half page)  
3. Community Advertiser: $1,000 (quarter page) |
| **Healthy Kids Day (HKD)**<br>Event to be held Saturday, April 29, 2023 | $25,000 | 1. “Presented By” language in all YMCA of Greater Seattle HKD event marketing and communication across our service area  
2. Large sized logo or name placement on event web page for 30 days prior to event  
3. Opportunity for booth or table space at (up to) 12 event locations  
4. Two Y social media tagged posts  
5. Ability to provide branded give-away to event attendees (subject to approval)  
6. Opportunity to hang/post an organizational banner at all YMCA HKD locations during the event (banner provided by sponsor)  
7. Sponsorship recognition at the Celebrating Changemakers in Communities event  
8. Two complementary tickets to the Celebrating Changemakers in Communities event |
|  | $10,000 | 1. Medium sized logo or name placement on event web page for 30 days prior to event  
2. Opportunity for booth or table space at one event location  
3. Ability to provide branded give-away to event attendees (subject to approval)  
4. Y social media tagged posts (min. of two)  
5. Opportunity to hang/post an organizational banner at all YMCA branch locations during the event (banner specs provided to sponsor)  
6. Sponsorship recognition at the Celebrating Changemakers in Communities event |
|  | $5,000 | 1. Small sized logo or name placement on event web page  
2. One Y social media tagged posts  
3. Ability to provide branded give-away to event attendees (subject to approval)  
4. Sponsorship recognition at the Celebrating Changemakers in Communities event |
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| **Diversity, Equity, and Inclusion Event Series:** | $25,000 | Large logo or name placement on event web page for 30 days prior to events  
| | | Acknowledged as a sponsor partner during each community workshop conversation  
| | | Opportunity to have logo on printed materials as available  
| | | Two Y social media tagged posts  
| | | Sponsorship recognition at the Celebrating Changemakers in Communities event  
| | | Two complementary tickets to the Celebrating Changemakers in Communities event  
| | $10,000 | Medium logo or name placement on event webpage for 30 days prior to events  
| | | Acknowledged as a sponsor partner during each community workshop conversation  
| | | Opportunity to have logo on printed materials as available  
| | | Two Y social media tagged posts  
| | | Sponsorship recognition at the Celebrating Changemakers in Communities event  
| | $5,000 | Small logo or name placement on event webpage for 30 days prior to events  
| | | Acknowledged as a sponsor partner during each community workshop conversation  
| | | Two Y social media tagged posts  
| | | Sponsorship recognition at the Celebrating Changemakers in Communities event  

SET UP YOUR SPONSORSHIP TODAY

seattlemca.org/donate/sponsorship-opportunities
## 2023 YMCA of Greater Seattle Community Building Events

Sponsorship levels are based on cash and/or in-kind donation of equal value.

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<th>Community Building Events</th>
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| **Annual Fund Drive Kick-off and Celebration Events**<br>February and April 2023 | $5,000 | ✅ Social media tagged posts, connected to the local branch service area  
 ✅ Opportunity to have logo on printed materials as available  
 ✅ “We Support the Y” decals place of business  
 ✅ Acknowledged at event as leadership sponsor |
| | $2,500 | ✅ Social media tagged posts, connected to the local branch service area  
 ✅ Opportunity to have logo on printed materials as available  
 ✅ “We Support the Y” decals place of business |
| | $1,000 | ✅ Social media tagged posts, connected to the local branch service area  
 ✅ Opportunity to have logo on printed materials as available  
 ✅ “We Support the Y” decals place of business |
| **Branch Based Community Events**<br>(A-Thon, Fun Run, etc.)<br>Dates TBD | $5,000 | ✅ Social media tagged posts, connected to the local branch service area  
 ✅ Opportunity to have logo on printed materials as available  
 ✅ “We Support the Y” decals place of business  
 ✅ Acknowledged at event as leadership sponsor |
| | $2,500 | ✅ Social media tagged posts, connected to the local branch service area  
 ✅ Opportunity to have logo on printed materials as available  
 ✅ “We Support the Y” decals place of business  
 ✅ Acknowledged at event as sponsor |
| | $1,000 | ✅ Social media tagged posts, connected to the local branch service area  
 ✅ Opportunity to have logo on printed materials as available  
 ✅ “We Support the Y” decals place of business  
 ✅ Acknowledged at event as sponsor |
| **Volunteer: Make a Community Impact Events**<br>Dates TBD | $5,000 | Benefits to be determined based on scope of Volunteer project |
| | $2,500 | Benefits to be determined based on scope of Volunteer project |
| | $1,000 | Benefits to be determined based on scope of Volunteer project |
| **In Kind Media Sponsorships** | Benefits may vary and determined at time of commitment by the Y | ✅ Logo or name placement on event webpage, printed and electronic invitation, pre-event slide deck and post-event email  
 ✅ Two Y social media tagged posts  
 ✅ Sponsorship recognition at the Celebrating Changemakers in Communities event |
FOR COMMUNITY
Welcome to the YMCA of Greater Seattle! We’re an inclusive organization of all kinds of people with a shared commitment to nurture the potential of youth, promote healthy living, and foster social responsibility.

OUR CAUSE & COMMUNITY PRESENCE
At the Y, strengthening community is our cause. We work side-by-side with our neighbors throughout King, Pierce, and south Snohomish counties to help kids and families thrive – and apply their positive behaviors and goals at home, school, the workplace, and beyond.

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

OUR CORE VALUES
Honesty, Caring, Respect, Responsibility, and a Passion for Excellence.

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.

EVERYONE IS WELCOME
The Y is a membership organization open to all people. We welcome women, men, non-binary people, girls, and boys of all ages, races, ethnicities, religions, abilities, sexual orientations and financial circumstances. Our programs and branches embrace diversity, reflecting the people and needs of our communities.

YMCA OF GREATER SEATTLE
seattlemca.org
QUESTIONS? Contact us at ysponsorships@seattlemca.org