



FOR YOUTH DEVELOPMENT®  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

## YMCA SPONSOR COMMITMENT FORM

Business Name: \_\_\_\_\_ Contact Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Preferred Phone: \_\_\_\_\_ Email: \_\_\_\_\_

### Gus Macker 3v3 Tournament

- Presenting Sponsor - \$5000
- Media Sponsor - \$5000
- Center Court Sponsor - \$3000
- Corporate Sponsor - \$2500
- Official Sponsor - \$1500
- Executive Sponsor - \$750
- Court Sponsor - \$250
- 2 Court Sponsorship - \$400
- Macker Backer - \$150

### Run for the Shamrock 5k

- Level 1 - \$1000
- Level 2 - \$500
- Level 3 - \$250
- Level 4 - \$50

### Turkey Trot 5k

- Level 1 - \$1000
- Level 2 - \$500
- Level 3 - \$250
- Level 4 - \$50

### Other Sponsorship Opportunities

- Annual Meeting Sponsors - \$500
- Youth Soccer League Sponsor - \$500
- Healthy Kids Day Sponsor - \$250
- Youth Basketball Team Sponsor - \$200
- Sports Booster - \$50

### Annual Community Support Campaign

- Other: \_\_\_\_\_
- \$1000
- \$500
- \$250
- \$100

### PLATINUM SPONSORSHIP

Donations totaling \$5,000 or more will receive:

- A 5x3ft banner displaying choice of logo, name, and/or business name to be hung in the gym from July to June and viewed by an estimated over 5,000 individuals annually.

Total Sponsorship Value: \$ \_\_\_\_\_

- Payment Method:  Check enclosed - payable to YMCA  Send me an invoice
- Monthly Payments  Quarterly Payments  Paid in Full
- I'm interested in discussing in-kind sponsorship

Donor Signature: \_\_\_\_\_ Date: \_\_\_\_/\_\_\_\_/\_\_\_\_

Name to appear on signage (print): \_\_\_\_\_



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## **Our Mission**

Our mission is to put Christian principles into practice through programs that build a healthy spirit, mind and body for all.

## **Our Cause**

At the YMCA, we are for youth development, healthy living, and social responsibility. We know that lasting personal and social change comes about when we all work together. That's why, at the Y, strengthening community is our cause. Everyday, we work side-by-side with our neighbors to make sure that everyone, regardless of age, income, or background, has the opportunity to learn, grow, and thrive.

## **Our Strength is in Community**

The Y is a nonprofit like no other. That's because in neighborhoods across the nation, we have the presence and partnerships to not just promise, but deliver, positive change.

- The Y is community centered. For the past 133 years, the Hornell Area Family YMCA has been listening and responding to our communities' needs.
- The Y brings people together. We connect people of all ages and backgrounds to bridge the gaps in community needs.
- The Y nurtures potential. We believe that everyone should have the opportunity to learn, grow, and thrive.
- The Y has local presence and global reach. We mobilize local communities to effect lasting, meaningful change.

## **Benefits of Sponsorship**

The Hornell Area Family YMCA is a place where philanthropy, volunteerism, and shared commitment come together to make a difference in the community. Our Corporate Partners are a special group of companies and individuals who support the Y's programs and services designed to give children the building blocks essential for healthy spirit, mind, and body. It's more than goodwill....it's good business!

A partnership, which truly makes a difference in our community, offers numerous benefits for your organization include:

- I. Visibility at established and prestigious events.
- II. Opportunity to showcase your company to potentially thousands of prospects and patrons.
- III. Sponsorships are tax deductible to the extent permitted by law.

## **Avenues to Give**

Contributions can be annually or broken down into monthly or quarterly payments invoiced and tracked by the YMCA. Contributions can also be made as an in-kind donation of products or services. Products or services must be related to an expense or need of the YMCA to qualify as a corporate sponsor. In the case of in-kind corporate sponsorship, we do ask that you provide invoice tracking the value of the service or product provided to the YMCA.

## **Your Opportunity**

We invite you to join us in our mission to serve our community and the needs of our citizens by becoming a corporate or event sponsor. The Y is for those of all ages, abilities, social and economic backgrounds. The Y is for you and your business or organization. As we seek to meet the needs of our community, we are proactively inviting individuals, businesses, and organizations in the community to join us in partnership to make a brighter future for children, adults, seniors, and families in the Hornell Area! Will you join us in our mission?



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## Gus Macker Sponsorship Opportunities

<b>Presenting Sponsor</b> \$5000	<ul style="list-style-type: none"> <li>• Company logo on each side of portable basket units.</li> <li>• Logo on front/back of all team entry postcards.</li> <li>• Logo on promotional poster as "Presenting Sponsor".</li> <li>• Logo on Gus Macker website.</li> <li>• Logo on back of t-shirts given to players and volunteers.</li> <li>• Total of five banners on site.</li> <li>• Audio commercials over tournament PA system on site.</li> </ul>	<ul style="list-style-type: none"> <li>• Promotional items/coupons in registration packets.</li> <li>• Three teams in the tournament.</li> <li>• Mention on radio and TV spots from April to July.</li> <li>• On-site space to display, sample, and/or sell product.</li> <li>• Primary distribution point for team entry brochures.</li> <li>• Opportunity to judge the Slam Dunk competition.</li> </ul>
<b>Media Sponsor</b> \$5000	<ul style="list-style-type: none"> <li>• Logo on back of all team entry postcards.</li> <li>• Logo on promotional posters.</li> <li>• Mention on radio and TV spots from April to July.</li> <li>• Logo on Gus Macker website.</li> <li>• Logo on back of t-shirts given to players and volunteers.</li> </ul>	<ul style="list-style-type: none"> <li>• Promotional items/coupons in registration packets.</li> <li>• Exclusive on-site space for remote broadcast area.</li> <li>• Two team entries for on air giveaways.</li> <li>• Total of five banners on site.</li> <li>• Exclusive rights to broadcast special events.</li> </ul>
<b>Center Court Sponsor</b> \$3000	<ul style="list-style-type: none"> <li>• Logo on back of all Team entry postcards.</li> <li>• Company/Business name on four banners on Center Court.</li> <li>• Logo on back of t-shirts given to all players.</li> <li>• Logo on Gus Macker website.</li> <li>• Mentions over P.A. system on-site during tournament.</li> <li>• Promotional items/coupons in registration packets.</li> </ul>	<ul style="list-style-type: none"> <li>• Two teams in the tournament.</li> <li>• On-site space to display, sample, and/or sell product.</li> <li>• Primary distribution point for team entry brochures.</li> <li>• Top Men's/Women's and Slam Dunk Competition played on Center court.</li> <li>• Mention on radio and TV spots from April to July.</li> </ul>
<b>Corporate Sponsor</b> \$2500	<ul style="list-style-type: none"> <li>• Logo on inside back cover of all Team entry brochures.</li> <li>• Mention on radio and TV spots from April to July.</li> <li>• Promotional items/coupons in registration packets.</li> <li>• On-site space to display, sample, and/or sell product.</li> <li>• Logo on back of t-shirts given to players.</li> </ul>	<ul style="list-style-type: none"> <li>• One team in the tournament.</li> <li>• Mentions over P.A. system on-site during tournament.</li> <li>• Primary distribution point for team entry brochures.</li> <li>• Total of two banners on site.</li> <li>• Logo on Gus Macker website.</li> </ul>
<b>Official Sponsor</b> \$1500	<ul style="list-style-type: none"> <li>• Logo on inside back cover of all Team entry brochures.</li> <li>• Logo on Gus Macker website.</li> <li>• Promotional items/coupons in registration packets.</li> <li>• On-site space to display, sample, and/or sell product.</li> </ul>	<ul style="list-style-type: none"> <li>• Mentions on P.A. system on site during tournament.</li> <li>• Total of two banners on site.</li> <li>• Mention on radio and TV spots from April to July.</li> </ul>
<b>Executive Sponsor</b> \$750	<ul style="list-style-type: none"> <li>• Logo on Gus Macker website.</li> <li>• Promotional items/coupons in registration packets.</li> <li>• On-site space to display, sample, and/or sell product.</li> </ul>	<ul style="list-style-type: none"> <li>• Mentions over P.A. system on-site during tournament.</li> <li>• Total of two banners on site.</li> <li>• Mention on radio and TV spots from April to July.</li> </ul>
<b>Court Sponsor</b> \$250 (1) \$400 (2)	<ul style="list-style-type: none"> <li>• Name on a 2x8ft banner on your court/courts.</li> <li>• Mention over P.A. system on-site during tournament.</li> </ul>	<ul style="list-style-type: none"> <li>• Promotional items/coupons in registration packets.</li> <li>• Company/Business mentioned in newspaper articles.</li> </ul>
<b>Macker Backer</b> \$150	<ul style="list-style-type: none"> <li>• Assisting in bringing National acclaimed Gus Macker 3v3 basketball to our community.</li> <li>• Mention over P.A. system on-site during tournament.</li> <li>• Promotional items/coupons in registration packets.</li> </ul>	<ul style="list-style-type: none"> <li>• Receive a 2x8ft banner for your store front displaying: Hornell NY "Macker Backer"</li> </ul>



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## 5K Sponsorship Opportunities

<b>Level 1</b>	\$1000	<ul style="list-style-type: none"> <li>Company logo featured on back top center of race t-shirt.</li> <li>Company name and logo listed on registration forms.</li> <li>2 banners (3x6ft) with company logo displayed at registration and start/finish line.</li> </ul>	<ul style="list-style-type: none"> <li>6 race t-shirts provided to your company.</li> <li>2 complimentary race entries.</li> <li>Company recognized in print, social media, radio, and other media outlets prior to event.</li> </ul>
** Only one Level 1 sponsorship available**			
<b>Level 2</b>	\$500	<ul style="list-style-type: none"> <li>Company logo printed on back of race t-shirt.</li> <li>Company name and logo listed on registration forms.</li> </ul>	<ul style="list-style-type: none"> <li>Company recognized in print, social media, radio, and other media outlets prior to event.</li> <li>3 race t-shirts provided to your company.</li> </ul>
<b>Level 3</b>	\$250	<ul style="list-style-type: none"> <li>Company name printed on back of race t-shirt.</li> <li>Company name and logo listed on registration forms.</li> <li>Company recognized in print, social media, radio, and other media outlets prior to event.</li> </ul>	
<b>Level 4</b>	\$50	<ul style="list-style-type: none"> <li>Company name printed on back of race t-shirt.</li> </ul>	

## Other Sponsorship Opportunities

Sponsorships valid May – April

<b>Annual Meeting Sponsor</b>	\$500	<ul style="list-style-type: none"> <li>Business featured on print/electronic marketing.</li> <li>Recognition given through public acknowledgement.</li> <li>Vendor table available for sponsor.</li> <li>Distribution of marketing materials directly to those in attendance.</li> </ul>	** Only one sponsorship available **
<b>Youth Soccer League Sponsor</b>	\$500	<ul style="list-style-type: none"> <li>Business acknowledged through print and electronic marketing.</li> <li>Business logo printed on front of ALL team t-shirts.</li> </ul>	** Only one sponsorship available for each league **
<b>Healthy Kids Day</b>	\$250	<ul style="list-style-type: none"> <li>Business acknowledged through print and electronic marketing and event apparel.</li> <li>Recognition via event day public acknowledgements.</li> <li>Vendor table available for sponsor.</li> </ul>	
<b>Youth Basketball Team Sponsor</b>	\$200	<ul style="list-style-type: none"> <li>Business acknowledged through print and electronic marketing.</li> <li>Business logo printed on front of team t-shirts.</li> </ul>	
<b>Sports Booster</b>	\$50	<ul style="list-style-type: none"> <li>Name recognition displayed outside gymnasium doors near YMCA donor wall.</li> </ul>	