



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

LET'S WORK TOGETHER

2015 SPONSORSHIP OPPORTUNITIES

Fishers YMCA





**FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY**

ALWAYS HERE FOR OUR COMMUNITY

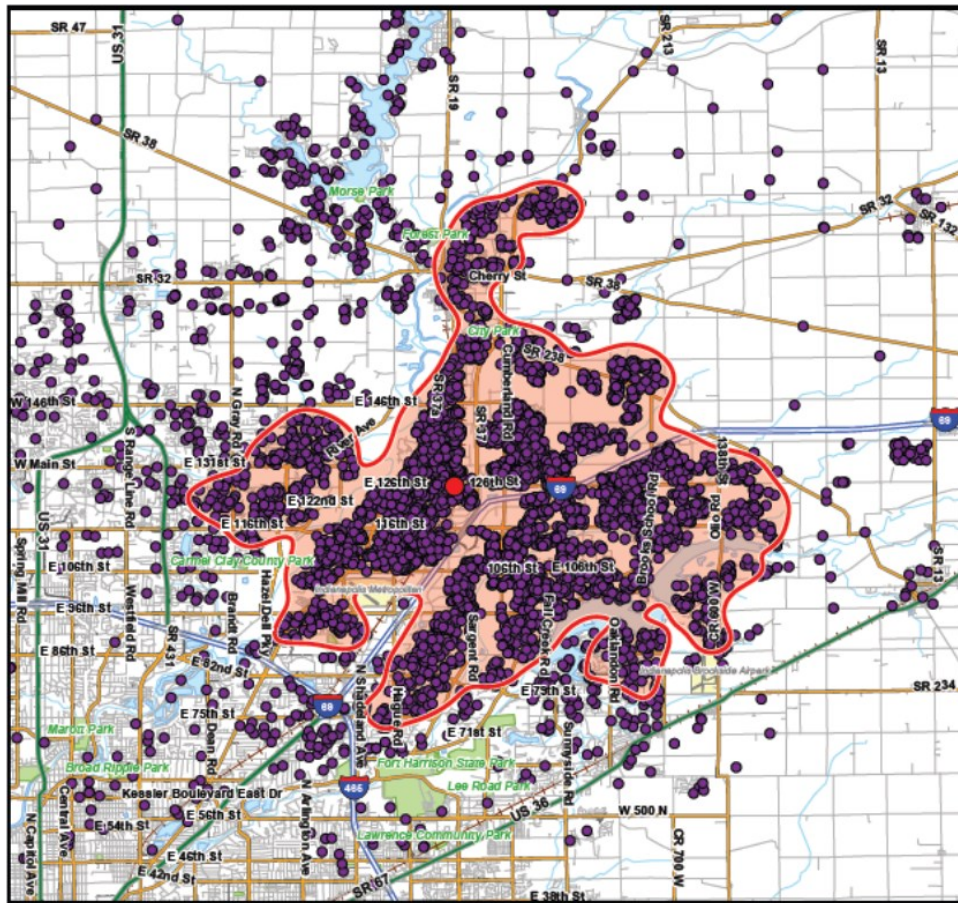
Fishers YMCA Wishbone 5K Sponsorship Opportunities



The Fishers Wishbone is a morning of fun and camaraderie. This family friendly Thanksgiving morning race features prizes and a chance to network. Your sponsorship enables the Fishers YMCA to provide financial assistance to neighborhood families who need YMCA programs but may not otherwise be able to afford them. YMCA scholarships have the power to change lives, and the dollars raised through our Wishbone 5K ensure that everyone is given the opportunity to benefit from programs that teach values and positively impact their lives and our community. **The 3rd Annual Wishbone 5K had more than 1,800 participants.**

Sponsorship Levels & Benefits	\$5,000 Platinum Sponsor	\$2,500 Gold Sponsor	\$1,000 Silver Sponsor	\$500 Bronze Sponsor	Media Partners
Company name is directly associated with the event.	x				
Numerous recognitions by the emcee at the event.	x				
Company mention in all emails, press releases, and promotions when possible.	x				
Special corporate recognition including employee invitations to packet pick up event & race awards ceremony.	x				
Large banner (4 ft. by 7.5 ft.) displayed in Fishers Y for one year.	x				
Company listed on Fishers Y webpage.	x				
Medium banner (3 ft. by 5.5 ft.) displayed Fishers Y for one year		x			
Fishers Y closed circuit TV– six facility locations, cycles once every 8 minutes.	x	x	x		x
Recognition in Fishers Center Program Guides.	x	x	x	x	
Recognition in Fishers Y monthly electronic newsletter.	Logo	Logo	Logo	Name listed	Name listed
Recognition on getmeregistered.com as a part of race registration page.	x	x	x	x	x
Small banner (1.5 ft. by 2.75 ft.) displayed in Fishers Y for one year.			x		
Company marketing materials or promotional item (approved by Y) in race packets.	x	x	x		
Recognition in Y Annual Report and annual IBJ Thank You ad.	x	x	x	x	X
8 ft. table at packet pick-up event the night before the race	x	x	x	x	X
Company logo on promotional & marketing materials	Large logo	Medium logo	Medium Logo	Small logo	Small logo
Company Logo on race shirts	Large logo on front of shirts	Large logo on back of shirts	Logo on back of shirts	Logo on back of shirts	Logo on back of shirts

REACH YOUR AUDIENCE



Location of YMCA Members

- Fishers YMCA
- 80% of Members
- Members

FISHERS YMCA Members.....	25,000
FISHERS YMCA Households.....	9,111
FISHERS YMCA Average Member Age.....	46.4*
FISHERS YMCA Owner-Occupied Households.....	86%*
FISHERS YMCA Average Visits Per Month.....	49,514
FISHERS YMCA e-newsletter Distribution List.....	11,500
FISHERS Program and Member Mailing List.....	12,000
FISHERS YMCA Website views (monthly).....	12,985

* 2010 Data

Sponsorship banners receive over 594,173 impressions annually



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YMCA of Greater Indianapolis

Fishers YMCA

2015 Sponsorship Agreement with _____

Since 1854, the YMCA of Greater Indianapolis has been investing in our community with passion and conviction to improve the health of all residents. YMCA programs are values-based, serve the whole person – spirit, mind and body – and help build strong kids, strong families, and strong communities. At 14 branches and more than 200 other program sites, the YMCA served more than 188,000 people. Over the past year, we have tallied more than 1,960,000 daily visits to YMCA facilities in our association. In addition, the YMCA provided more than \$5.5 million in membership and program assistance to thousands of individuals.

The Y is the nation's leading nonprofit organization for youth development, healthy living and social responsibility. It is also the most valuable brand in the nonprofit arena as reported by 2009 studies conducted by two independent marketing firms (Cone LLC and Intangible Business). By partnering with the YMCA, _____ will be associating with a one of the most recognizable and respected nonprofits in the nation and in Indiana.

Partnering with the Fishers YMCA will allow _____ to build identity among thousands of people who live and work in our Hamilton County community. Fishers YMCA programs and services provide active marketing channels and distinctive touch points that leave indelible marks on the hearts and minds of potential consumers. Today, the Fishers YMCA serves more than 35,000 people from every age and walk of life– providing more than \$700,000 each year in scholarships, program subsidies and underwritten programs in low-income communities.

2015 Sponsorship Total \$ _____

_____ Check Enclosed
(Payable to YMCA of Greater Indianapolis)

_____ Charge my Credit Card
(Complete credit card info below)

_____ Invoice me

Contact Name: _____

Company Name: _____
Please print as it should appear on promotional & recognition materials

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Email: _____

Credit Card #: _____ Exp Date: _____

Signature: _____

Thank you!

Please return this form to the Fishers YMCA. If you have any questions please contact Jake Reardon-McSoley at jrmcsoley@indymca.org or 317-558-3222.