COMMUNITY PARTNERS
2019-2020 Corporate Sponsorship Opportunities

Promote your brand while strengthening your community

YMCA OF AUSTIN
QUICK FACTS
MEMBERS: 70,000+
MONTHLY BRANCH VISITS: 150,000+
PROGRAM PARTICIPANTS: 35,000+
9 Branches in Travis, Hays & Bastrop Counties

OUR NETWORK: 35,000+ social media followers*;
100k monthly emails sent to 25k unique recipients;
60k unique monthly website visitors

$2.6 million provided in Financial Assistance in
2018 to more than 37,000 children and families

*Largest among Austin-area human services agencies.

For more information about our Community Partners program, contact:

Kyle Carroll
Director of Corporate Relations
& Special Events
(512) 322-9622 x103
Kyle.Carroll@austinymca.org

YMCA MISSION:
To put Christian principles into practice through programs that build healthy spirit, mind and body for all.
YOUR IMPACT

What does your company stand for? By aligning your brand with ours, you are showing the community that your company is dedicated to building programs for youth development, healthy living and social responsibility.

Partnering with the Y through sponsorship not only provides visibility and helps reach marketing goals, but also lets your employees give back to their community in a meaningful way.

Within our Community Partners program, there are three different sponsorship categories:

- **Local** (investments range from $500 - $5,000)
- **Program** (range from $10,000 - $50,000)
- **Event** (range from $1,000 - $25,000)

Here are a few of the ways your sponsorship makes a difference for social good.

The YMCA of Austin invests over **$2.6 MILLION** annually to improve the lives of neighbors in need.

- **36,397 life-changing experiences**
  - Individuals receiving Financial Assistance

- **Over 10,000 confident athletes**
  - Kids participating in Youth Sports

- **164 barriers broken**
  - Special Needs Adaptive Programs and Camp-in-Motion

- **1,571 enriched minds**
  - Children in Afterschool, Summer Camps and Holiday Camps

- **431 healthier tomorrows**
  - LIVESTRONG at the Y, Diabetes Prevention, Healthy Living Programs

- **2,767 safer swimmers**
  - Children and toddlers able to take swim lessons for free
If you believe that all members of the community, regardless of economic background, deserve the opportunity to grow and thrive through YMCA membership and programs, become a local Y branch sponsor today.

Get your company seen with logos on jerseys, banners in gyms, in-branch member engagement and more. All while providing financial assistance and scholarships to kids and families in your community who need us most.

### LOCAL SPONSORSHIPS

#### SPONSORSHIP LEVELS

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<thead>
<tr>
<th></th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
<th>Friend</th>
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<tr>
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<td>$5,000</td>
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<td>$1,000</td>
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#### SPONSOR BENEFITS

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<thead>
<tr>
<th>Customizable Package for Brand Optimization</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
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<tr>
<th>Personalized Banner in Gym, Lobby or on Field**</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
<th>Friend</th>
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<tr>
<td>36”x60” w/Logo, 2 Locations</td>
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<tr>
<th>Host Table at Y Events or in Lobby</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
<th>Friend</th>
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<td>4 per year</td>
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<tr>
<th>Listing on Partners Page of AustinYMCA.org</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
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<td>Logo w/ Hyperlink</td>
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<th>Social Media Recognition</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
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<td>Association &amp; 1 Branch</td>
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<tr>
<th>Company Listed on Digital Signage in Branch</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
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<tr>
<td>Logo</td>
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**Plus, choose one of the following**

**Youth Sports Sponsor**
- Name on Team Jerseys (May be spread over multiple seasons)
- Opportunity to Host Table at YMCA Sponsor Fair held on game day 1/season

**Local Branch Event Sponsor**
- Name or Logo on Event Promotional Materials and Event Signage
- Distribute Swag to Attendees
- Exclusive Event Underwriter;
- Logo; Greet Attendees;
- Name on volunteer shirts

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Recognition available at all YMCA of Austin branch locations. Branch selection to be confirmed by donor on commitment form. Customizable Package Options (choose two):

- Opportunity to present and/or distribute materials at one Association-Wide All-Staff Event (100+ FT staff)
- Featured post on YMCA of Austin blog highlighting organization (sponsor provides content)
- Logo in annual Austin Business Journal Advertisement
- Logo on Youth Sports Promotional Flyer
- Logo on Branch Member Newsletter

For donations of $5,000 and above, additional customizable packages are available.

**Banner will be displayed for one-year with indoor or outdoor placement, pending availability and space.**
LOCAL SPONSORSHIP COMMITMENT FORM

Company Name (as displayed for recognition): ______________________________________________________________________________

Contact Person: ______________________________________________________  Position: ________________________________________________

Mailing Address:___________________________________________________________________________________________________________

Phone:   _________________________________________________ Email Address:  ________________________________________________________

Company Web Address: _____________________________________________________________

Social Media Handle(s): ___________________________________________________________

Print Name: ___________________________________  Signature:  __________________________________________ Date: ___________________

Branch for Recognition:
- __ Bastrop
- __ East Communities
- __ Hays Communities
- __ North Austin
- ___ Northwest
- ___ Southwest
- ___ Springs
- ___ TownLake

Youth Sports Season:
- ___ Winter (Nov 22, 2019)
- ___ Spring (Feb 7, 2020)
- ___ Summer (Apr 10, 2020)
- ___ Fall (Jul 24, 2020)

Choose one of the following

Sponsorship Level:
- ___ $5,000
- ___ $2,500
- ___ $1,000
- ___ $500

Type:
- _____ Youth Sports
- _____ Event

Branch Event:

NOTE: All sponsorships are pending availability.

For More Information, Contact:
Kyle Carroll
Director of Corporate Relations & Special Events
(512) 322-9622 ext. 103
Kyle.Carroll@austinymca.org

Sponsor Online:
https://www.austinymca.org/sponsor

Complete This Form and Return To:
YMCA of Austin
Attn: Kyle Carroll
3208 Red River, Suite 200
Austin, Texas 78705

Make check payable to “YMCA of Austin”

YMCA of Austin is a qualified tax-exempt organization, as defined in Section 501(c)(3) of the Internal Revenue Code. Federal Tax ID number is 74-1193464. A charitable contribution deduction may be claimed for the amount of a contribution made to YMCA of Austin less the value of goods or services received, if any.
OUR LOCATIONS

East Communities
5315 Ed Bluestein
Austin, Texas 78723
512-933-9622

Hays Communities
465 Buda Sportsplex Dr.
Buda, Texas 78610
512-523-0099

North Austin
1000 W. Rundberg Ln
Austin, Texas 78758
512-973-9622

Northwest
5807 McNeil Drive
Austin, Texas 78729
512-335-9622

Program Services
3208 Red River St., Ste. 100
Austin, Texas 78705
512-236-9622

Southwest
6219 Oakclaire Dr.
Austin, Texas 78735
512-891-9622

Springs
27216 RR. 12 So.
Dripping Spr., TX 78620
512-894-3309

TownLake
1100 W. Cesar Chavez
Austin, Texas 78703
512-542-9622

Bastrop
1112 Main St.
Bastrop, TX 78602
512-321-9622

Corporate Offices
3208 Red River St., Ste. 200
Austin, Texas 78705
512-322-9622

OUR STORY

At the Y, strengthening communities is our cause. A leading nonprofit organization committed to Youth Development, Healthy Living and Social Responsibility, the YMCA of Austin was founded in 1953 and, today, serves over 70,000 members and provides youth, adult and family programs for more than 35,000 nonmembers through our branches and offices in Travis, Hays and Bastrop counties. In addition, we provide afterschool child care at 27 elementary schools in four school districts and operate four additional YMCA Learning Centers.

YMCA of Austin – Association Offices
3208 Red River St., Ste. 200
Austin, Texas 78705
www.AustinYMCA.org

The Mission of the YMCA of Austin is to put Christian principles into practice through programs that build healthy spirit, mind and body for all.

Non-Profit Organization
U.S. Postage Paid
Austin, Texas
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