



COMMUNITY SUPPORT

2024 BUSINESS SPONSORSHIP OPPORTUNITIES

GREATER AUSTIN YMCA MAKING CONNECTIONS

Members: 55,000+

Monthly branch visits: 130,000+

Program participants: 40,000+

8 Branches in Travis and Hays counties

Our Reach: 50,000+ social media followers*

200,000 monthly emails averaging a 60% open rate

75k unique monthly website visitors

\$2.3 Million provided in financial assistance in 2023 to more than 35,000 children and families

**Largest among Austin-area human services agencies.*

YOUR GIFT POWERS YOUR COMMUNITY

WHAT DOES YOUR COMPANY STAND FOR?

If you believe that all members of your community, regardless of economic background, deserve the opportunity to grow & thrive through YMCA membership & programs, become a local Y sponsor today.

Your business will be seen in both digital and physical spaces across the Greater Austin area. By aligning your brand with ours, you are showcasing to the community that your company is dedicated to providing access for healthy people, healthy places, and a healthy planet.



35,000+ life-changing experiences
Individuals receiving Financial Assistance



2,000+ safer swimmers
Children and toddlers participating in free swim lessons



1 in 4 students benefit from financial assistance and access to quality care
Children in Afterschool, Summer Camps and Holiday Camps



180+ barriers broken
Special Needs Adaptive Programs and Camp-in-Motion



10,000+ young athletes learn teamwork, sportsmanship and healthy habits
Youth Sports Programs and Sports Clinics



200+ teen students benefit from financial assistance for civic engagement programs
Youth & Government District & State Programs



RECOGNITION + BENEFITS

Community Circle - \$1,000

- Name listed on banner at check-in area at center of your choosing for 3 months. June – August.

Purpose Circle - \$2,500

- Name listed on banner at check-in area at center of your choosing for 3 months. June – August.
- Name listing (text only) on digital display in-Center.
- Name listing (text only) on AustinYMCA.org partners page.
- Name recognition in one monthly Center-specific member newsletter.

Sustainability Circle - \$5,000

- Name listed on banner at check-in area at center of your choosing for 3 months. June – August.
- Logo listing on digital display in-Center.
- Small logo listing on AustinYMCA.org partners page.
- Logo recognition in 1 monthly Center-specific member newsletter.

Leadership Circle - \$10,000

- Name listed on banner at check-in area at center of your choosing for 3 months. June – August.
- Logo listing on digital display in-Center.
- Medium logo listing on AustinYMCA.org partners page.
- Social Media recognition on Greater Austin YMCA accounts across all platforms. 1 post.
- Logo recognition included in 2 Center-specific member newsletters.

Visionary Circle - \$25,000

- 36" x 72" Banner with logo displayed onsite at preferred Center for 9 months. June – February.
- Logo listing on digital display digital display in-Center.
- Large logo listing on AustinYMCA.org partners page.
- Social Media recognition on Greater Austin YMCA accounts across all platforms. 2 posts.
- Logo recognition with hyperlink included in 4 Center-specific member newsletters (one per quarter).

Innovator Circle - \$35,000

- 36" x 72" Banner with logo displayed onsite at preferred Center for 9 months. June – February.
- Logo listing on digital display across all Centers (8 locations).
- Large logo listing on AustinYMCA.org partners page.
- Social Media recognition on Greater Austin YMCA accounts across all platforms. 4+ posts minimum.
- Logo recognition with hyperlink included across all Centers (8 locations) newsletter (one newsletter).
- Logo recognition with hyperlink included in four Center-specific member newsletters (one per quarter).
- Opportunity to be featured in an association-wide newsletter with additional information about your business plus hyperlink to your website.
- Opportunity to provide content for a blog post on AustinYMCA.org.

Changemaker - \$40,000+

Want to make an even bigger impact? Contact your local Y leadership to discuss Association-wide opportunities to sponsor entire teams and sports seasons, afterschool care and preschool sites, full program sponsorships and more. Benefit from increased visibility and marketing reach, while changing even more lives in the community.

*Room naming opportunities within your Center are also available. Please contact your local Y leadership if interested in exploring additional options.

SPONSORSHIP COMMITMENT FORM

BENEFIT LEVELS

- \$1,000 \$2,500 \$5,000 \$10,000 \$25,000 \$35,000

PREFERRED CENTER

- COA/North Austin Hays Communities Southwest Family TownLake
 East Communities Northwest Family Springs Family YMCA Camp Moody

CONTACT INFORMATION

Company Name (exactly as you would like it displayed for recognition) : _____

Contact Name: _____

Mailing Address: _____

Phone: _____

Email Address: _____

Company Web Address: _____

Social Media Handle(s): IG: _____ FB: _____ LinkedIn: _____

Print Name: _____ Signature: _____ Date: _____

PAYMENT METHOD

Payment options

- Check Enclosed Pay Online: <https://austinyymca.org/sponsor> Contact Me for Payment

Make check payable to "Greater Austin YMCA" | Payment due at time of sponsorship agreement.
If you need to set up a payment plan, please contact the Development Department at #512-322-9622 x109.

Greater Austin YMCA 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.

YMCA MISSION: Our mission serves all ages, cultures, races, and ethnicities, genders, sexual orientations, abilities, and faiths. We recognize our heritage, the power of love, and a culture of belonging within our mission: To put Christian principles (such as caring, honesty, respect, and responsibility) into practice through programs that build a healthy spirit, mind, and body for all.